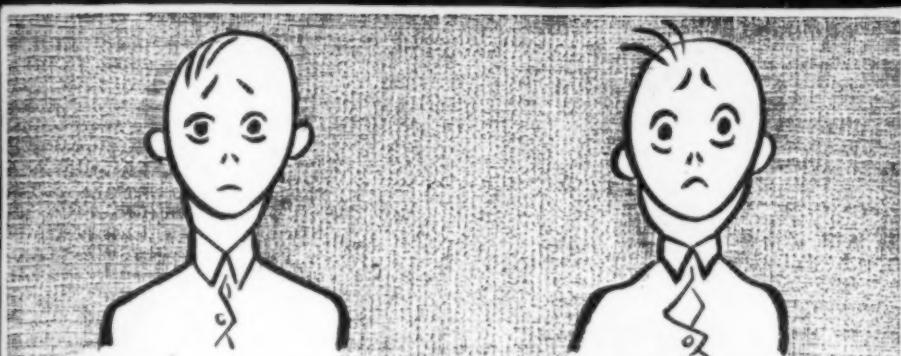


# Consumers Union

## REPORTS



Out of 35 shirts tested, 23 were skimped in one measurement or another. If you bought one of these shirts you would not be getting your full money's worth

One of the 23 skimped shirts also shrank excessively and was short in the sleeves and in the length. If you bought this shirt you'd get a very bad buy indeed



Fourteen shirts tested were also tested a year ago; nine of these cost more now than then. If you bought one of these you'd be paying more money for no more shirt

Two of the retested brands not only cost more but weren't as good shirts as formerly. If you bought one of these you'd be paying more money and getting less wear



One of the shirts tested had over-size sleeves and an over-size collar. If you bought this one you'd be getting a shirt which wouldn't fit you or flatter you

But five of the 35 shirts tested by CU were well made and well priced. If you bought one of these you'd be getting a good return on your money... a "Best Buy"

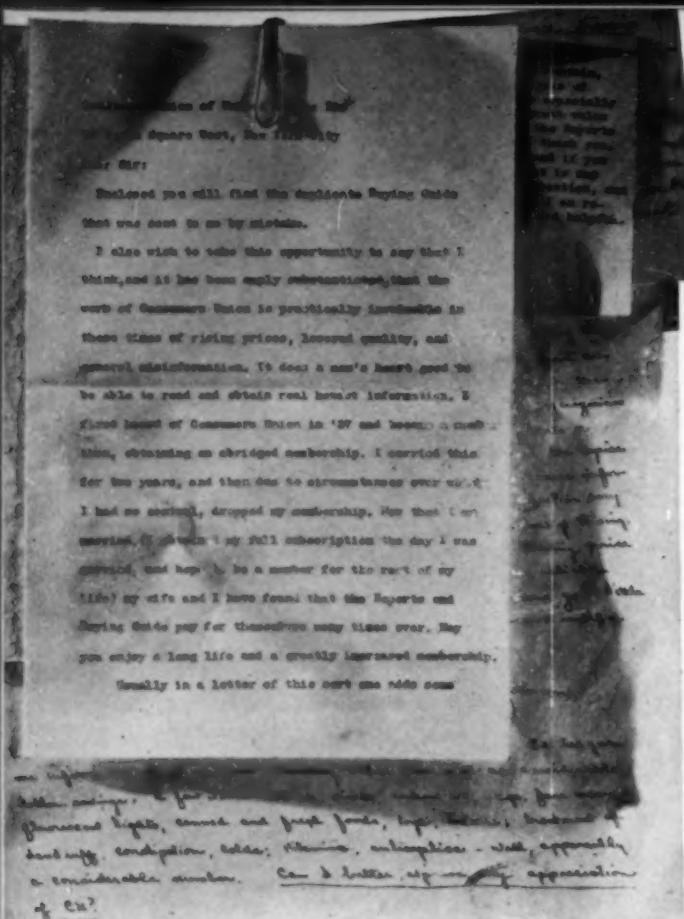
March 1942

Pseudo-bass: newest development in small radios (p. 61)

Mineral oil: what to buy (p. 69); how to take it (p. 77)

What the informed shampoo user should know (p. 71)

How to get your money's worth in men's shirts (p. 64)



**LETTERS LIKE THESE**

**MAKE THE WORK**

**WORTH DOING . . .**

**BUT LETTERS ARE**

**NOT ENOUGH.**

TO ALL MEMBERS OF CONSUMERS UNION: We get letters like these every day. We couldn't do our work if we didn't get them. They're the evidence that what we're trying to do means as much as we think it means. Or you can say that they're the other side of the printer's bill and the sugar in the coffee after half a night's work.

So the whole staff of Consumers Union says thanks to all of you who have written such letters. But we want to say another thing, too. Perhaps we can say it best by way of answer to the question asked in one of the letters shown above: "Can I better express my appreciation of CU?"

Our answer is "Yes, you can." And against the background of our own feelings about CU, we'd like to say just what we mean by that.

**LOOK AT IT THIS WAY:**

In December Consumers Union received close to \$30,000 in membership fees. This was one of the biggest monthly incomes in our history. It came from people joining CU for the first time . . . from old members renewing . . . from members giving CU as Christmas gifts to their friends.

All these people sent in their money fully expecting a return on it. They sent it in, naturally, to get something they need and want. They sent so much of it, we think, BECAUSE THEY NEED AND WANT THAT SOMETHING NOW MORE THAN EVER.

The "something," as we see it, is the honest, money-saving information that CU was set up to provide. It's the straight facts about what's happening to the prices and quality of products. It's the reporting—from his own point of view—of the impact of war on the consumer.

In short, it's the help we can give in solving the biggest problem facing consumers now: "How can I spend my earnings to maintain myself most efficiently while making the greatest contribution to the national need?"

No one has ever denied the advantages of being an intelligent consumer. But as war has struck, these advantages have crystallized into an absolute obligation. Inefficient buying puts too great a strain on the economy. A CONSUMER WHO DOESN'T KNOW WHAT'S HAPPENING TO THE MARKETPLACE IN WHICH HE BUYS IS A LUXURY THE NATION JUST CANNOT AFFORD IN WARTIME.

(continued on inside back cover)

# The New Tax Bill: It Can Make a Lot of Difference

SECRETARY of the Treasury Morgenthau has presented his new tax proposals and hearings on them are getting under way just as we go to press (see our weekly *Bread & Butter* for up-to-the-minute reports on what happens). There's no question that consumers have a big stake in what these hearings produce. We are already paying 25 cents out of every dollar in direct and indirect taxes of all kinds. How much more we will pay depends on what happens to the tax bill.

A properly written bill can make the nation stronger militarily without weakening the morale and efficiency of the home front. A poor bill can do just the opposite—by making it impossibly tough for low-income consumers to get the goods and services available after war needs are met, or even to maintain minimum standards of health and work effectiveness. Only vigorous public opinion will get the right kind of tax bill.

By and large, the Treasury proposals are pretty good. But they are nothing more than a springboard themselves; Congress will write the tax bill and it may bear no more relation to the original proposals than last year's shoddy bill bore to the proposals that Morgenthau made then.

For months now there has been an undercover controversy between various government departments, and between the departments and Congress, on the kind of taxes to enact. Leon Henderson, Federal Price Administrator, and Marriner S. Eccles, Chairman of the Federal Reserve Board, are pretty close together on their tax ideas. They want to get as much of the money as possible from the middle-and upper-income brackets, from plugging up loopholes and setting much higher rates on excessive corporate profits.

Henderson and Eccles are ready to get some of the money from the lower brackets, but they would get most of it in forced loans or withholding taxes rather than sales taxes, which hit the poor hardest of all.

On the other hand, Congress leans heavily toward a sales tax, seems partial to lowering exemptions, and is inclined to go much easier on high corporate profits. Most Congressmen also are reluctant to raise individual income tax rates much higher than they now are.

Secretary Morgenthau and the Treasury are closer to Henderson and Eccles than they are to Congress, but have been trying to work out compromises with Congressional experts, the net result of which will be to yield to political sentiment on Capitol Hill.

Eccles and Henderson argue that the tax bill will to a large extent determine how the nation's available consumption goods will be distributed. Henderson estimates that

## IN THIS ISSUE



*The purposes of Consumers Union, as stated in its charter, are "to obtain and provide for consumers information and counsel on consumer goods and services . . . to give information and assistance on all matters relating to the expenditure of earnings and the family income . . . to initiate and to cooperate with individual and group efforts seeking to create and maintain decent living standards for consumers."*

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*Cover by Christina Malman*

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**MEMBERSHIP FEES:** \$3.50 a year with subscription to *Reports and Buying Guide*; \$4 for *Reports and Buying Guide* plus *Bread & Butter* (weekly news report); Foreign and Canadian memberships, 50c additional (\$1.50 with *Bread & Butter*). Reduced rates for groups of 15 or more. Library rates \$3 for *Reports* alone, without *Buying Guide*.

**CORRESPONDENCE** should be addressed to Consumers Union, 17 Union Square, New York City. CU regrets that time does not permit answers to inquiries for special information.

MARCH, 1942

VOL. 7, No. 3

*Consumers Union Reports* is published monthly by Consumers Union of United States, Inc., at North Broadway, Albany, N. Y. Entered as second-class matter June 1938 at the postoffice, Albany, N. Y., under the act of March 3, 1879. Copyright 1942 by Consumers Union of United States, Inc.

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there will be a \$60,000,000,000 to \$65,000,000,000 supply of consumer goods and services, but an available purchasing power on the basis of present taxes exceeding that supply by \$11,000,000,000 to \$15,000,000,000.

Without new taxes, that excessive purchasing power, according to Henderson, would compete for the limited supply of goods and push prices up without producing any additional supply. Henderson wants to drain it off in taxes, so that the money will go to the government instead of being wasted on inflationary prices.

That's all very well for the community as a whole. But if it's to work out that way, the purchasing power must be drained off with far greater skill and understanding than Congress has yet shown, so that pressure is actually removed from the points of strain. For instance, if the bulk of the money is raised from sales or other regressive taxes on the poor, the chief effect would be to curtail demand for food and clothing, which on the whole are plentiful. There would be little effect on the great inflationary weight of the higher-income brackets.

But, as the Temporary National Economic Committee disclosed, it is these higher brackets that do the bulk of the country's saving. And the money which would normally be put into such savings or into non-essential purchases must now be drained off by taxes and channelized into Defense Bonds as a check to inflation. What Henderson does not stress sufficiently is that most of what he dubs excessive purchasing power is precisely this money in the hands of the middle-and upper-income brackets.

Families at the lower end of the income scale are having a hard enough time to make ends meet these days, with living costs going up steadily. They haven't got any extra purchasing power; they need all they have for the necessities of life.

A poorly drafted tax bill would, therefore, cut down the purchasing power for necessary things that are relatively plentiful without removing the danger of inflation. Poor people would be hit both by higher taxes and higher prices. The result might be to curtail the consumption of food, without lessening the inflationary danger of "excessive" savings which are not going into Defense Bonds.

Political pressures, which exert more influence on Congress than economic theories, point in that direction. It is assumed that the small taxpayer will take a heavy tax without a murmur, but the politically powerful corporations and wealthy individuals will scream confiscation every time their tax rate is raised a bit.

And the only way for the small taxpayer to change the situation is to flood his Congressmen with letters protesting this unfair treatment and demanding a tax program based on ability to pay. We refer you to the March 6th issue of *Bread & Butter* for the outlines of such a program, to subsequent issues for news of what Congress is going to do about it.

# TECHNICAL SECTION OF CONSUMERS UNION REPORTS

Ratings of products represent the best judgment of staff technicians or of consultants—more than 200 specialists selected for competence and freedom from commercial bias—in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Most ratings of necessity reflect opinion as well as scientific data. For even with rigorous tests, interpretation of findings is often a matter on which expert opinion differs. It is Consumers Union's pledge that such opinions as enter into its evaluations shall be as competent, honest, and free from bias as it is possible to make them.

• *"Best Buys" should give greater return per dollar although some products rated "Also Acceptable" may be of higher quality. Except where otherwise noted, a product rated "Not Acceptable" is judged to be of inferior quality or is considered to be potentially harmful.*



## Small Radios

... still don't give as good tone quality as the larger models. But the new "pseudo-bass" circuit promises real improvement. Here are results of CU's tests on 18 models of midget radios ranging from \$10 to \$33

THE War Production Board celebrated Lincoln's birthday last month by announcing that all production of radio sets for civilian use must cease by April 22. This order followed on the heels of a January 24 ruling providing for a 35%-45% cut in production of civilian sets.

The purpose of the curb was to allow resources of the radio industry to be converted fully to military and defense production. At the time the order was issued, many of the large radio companies were already utilizing most of their capacity for war production. And according to officials of these companies—RCA, Philco, Crosley, Westinghouse—there will be little difficulty in converting their entire capacity. Smaller companies, however, may not be able to make the adjustment and may have to suspend operations altogether.

The ultimate effect on consumers will be, of course, a shortage of radio sets. How soon this shortage will be felt is not yet evident. CU has seen no recent estimates of the number of sets on hand, but at the end of 1941 OPM officials declared that stocks were plentiful and that the civilian market for radios was already "saturated." About 90% of U. S. families owned at least one radio, said OPM.

The immediate effect of the WPB ban has been a sharp increase in prices of radio sets, and this despite manufacturers' ceil-

ings set by the Office of Price Administration on February 9. OPA has requested immediate cancellation of these "inflationary and unfair" increases and has threatened to fix wholesale and retail ceilings if its request is not complied with. If further price rises are to be prevented, such action, plus rationing, will certainly have to be adopted.

Since it is unlikely that new models will appear on the market after April 22, this may well be CU's last radio report with ratings for the duration of the war. Consumers' attention should now be focused on conserving and repairing the radio sets they already have. CU has already carried information on repairing radios (October 1941 Reports) and will in future issues carry much more material of this nature.

Other reports on radios which contain information that should be pertinent for some time to come cover the following: radio-phonograph combinations with FM (ratings), automatic record changers (ratings) and phonograph needles, all in the February 1942 Reports; portable radios and batteries (ratings), July 1941; auto radios (ratings), May 1941; how to buy a radio, January 1941; record players (ratings), October 1940. Summaries of all the 1940 and 1941 reports, except the one on buying a radio, can be found in your 1942 Buying Guide.

IN THE past CU has stated that it is impossible for a midget radio to have as good a tone as a console since a midget is incapable of reproducing bass tones. While this statement is still generally true, Frank A. Shepard, Jr., a radio engineer of considerable eminence and ingenuity, has invented a circuit which permits a midget radio to produce what sounds to the ear like a reasonable facsimile of bass tones. A midget using this "pseudo-bass" circuit still does not actually reproduce the deep tones, but it does send out other tones in proper relation to the absent bass, and this creates an illusion of good bass tone.<sup>1</sup>

Lest this should sound like the millennium, we must warn that the illusion is not an altogether perfect thing. The time has not yet come to discard large floor models for midgets.

Pseudo-bass circuits are now being adopted by a number of radio manufacturers. At the time the tests were made, however, CU was able to purchase only one model with pseudo-bass, the Zenith Consoltone. The term "Consoltone" in the Zenith line indicates that the radio has a pseudo-bass circuit; the presence of a large rotating hand tuning dial (see cut) is not a sure indication of pseudo-bass since it appears on other Zenith models.

It is CU's opinion that the pseudo-bass circuit represents a genuine improvement in the tone of midget radios. However, because of possible shortcomings in the system itself or in a particular manufacturer's design, CU suggests that members listen critically to a midget radio with pseudo-bass before purchasing it.

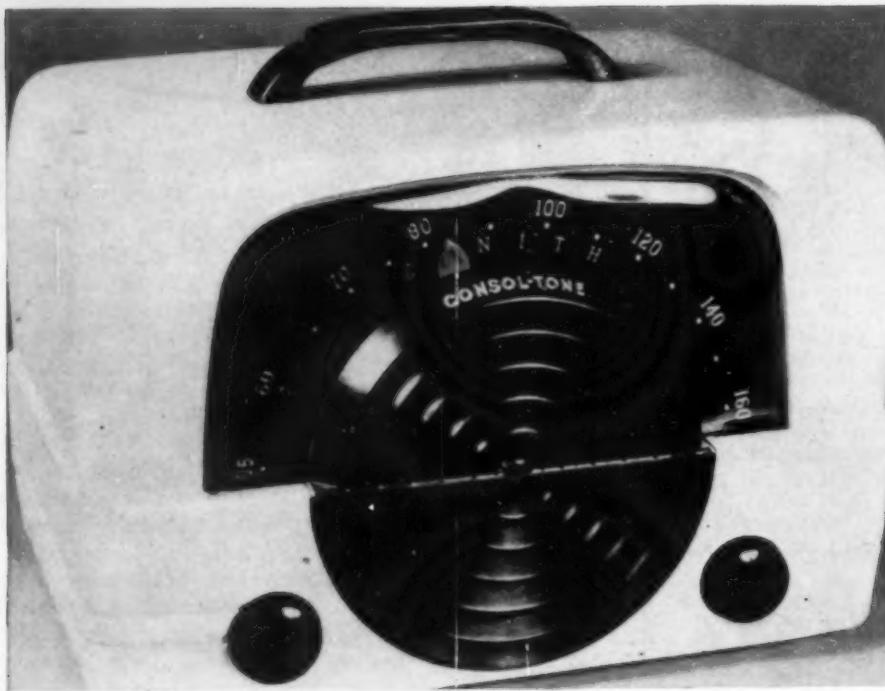
Owing to priorities on plastics, manufacturers at the present time are switching from plastic to wood cabinets. Often when a new cabinet is adopted, the model number is changed. And the switch may also serve as a good excuse to raise the price of the radio.

Tone quality of the new models is likely to remain the same, although if very thin wood is used in the cabinet, tone might become worse; if very heavy wood were used, the tone might conceivably be improved.

### HOW CU TESTED

The tests upon which the ratings below are based were performed in CU's radio test booth. In rating each radio, most weight was given to tone quality. Other considerations were sensitivity, ability to reject the several kinds of interference,

<sup>1</sup> Probably the best description of the principles involved in the pseudo-bass circuit is in the November 1941 issue of *Communications* magazine.



#### THIS WAS BEST

*Highest in quality of all radios tested was this Zenith Consoltone. Its outstanding tone plus its reasonable price made it the "Best Buy"*

conveniences such as push-buttons, and the amount of shock hazard present.

In connection with the latter point, it should be mentioned that the presence of an Underwriters' Laboratories seal does not necessarily indicate that the radio is free of shock hazard.

A number of the radios tested presented a short circuit hazard. If such a radio is placed so that its exposed metal parts touch a radiator, a water pipe or a similar "ground," a house fuse may blow out, or worse, a fire may be started. Consequently, never connect a wire from a "ground" to the back of an ac-dc radio, unless instructions specifically call for a ground connection. And if they do, connect the ground only to the terminal so marked and let no bare ground wire touch any exposed metal part of the radio.

Of the radios tested by CU, all had whistles ("birdies") and none had a tuning eye.

Except where otherwise indicated in the ratings, all the radios tested had the following features: ac-dc operation; considerable shock but no short circuit hazard; built-in loop antenna with provision for connecting an external aerial; current consumption of about 25 watts; wooden cabinet.

Except where otherwise noted, the radios did not have: tone controls; push-buttons; provision for connecting a record player; Underwriters' Laboratories seal.

In the description of tone it must be kept in mind that all small radios have a poor tone as compared to floor models. Therefore all comments as to distortion, poor bass, &c. are to be understood as comparative terms for small radios only.

Most of the radios rated below, with the exception of mail order brands—*Sears', Ward's, Lafayette*—can often be obtained at lower-than-list prices. The average discount offered in one store in New York City was 30% off list price.

#### Best Buy

*The following radio of the "Acceptable" list is judged to offer by far the best value for the money. For full details, see listing under "Acceptable."*

**Zenith Consoltone 6D-614W.** \$26.95, list. (See illustration.)

#### Acceptable

*(In estimated order of merit)*

**Zenith Consoltone 6D-614W** (Zenith Radio Corp., Chicago). \$26.95, list. Large midget in ivory and black plastic case with a carrying handle. Excellent, large, rotating hand-type dial. Easiest to tune of all radios tested. Pseudo-bass tone (see text). Treble control on the back. Excellent sensitivity, selectivity and automatic volume control. This model is being replaced by a wood cabinet model, 6D2614, at \$28.95, list. At this price it should still be a "Best Buy."

**Philco PT-95** (Philco Radio & Television Corp., Philadelphia). \$22, list. Large

midget in bleached wood case with ivory plastic trimmings. Carrying handle. Rotating-type dial. One of the two samples tested did not cover the broadcast band at the low frequency end. Poor bass.

**Emerson 413** (Emerson Radio & Phonograph Corp., NYC). \$24.95, list. Brown bakelite case. Flat dial. Sample tested did not cover the broadcast band at the low frequency end. Fair short wave band (9 to 12 megacycles) but very poor short wave dial. Good broadcast dial. Treble control not sufficiently effective. Balance of tone poor. Good sensitivity. Current consumption considerably higher than that of other ac-dc radios tested (40 watts). Short circuit hazard. Sleazy electric wire.

**RCA 15X** (RCA Mfg. Co., Camden, N. J.). \$19.95, list. Large midget in brown bakelite case. Slide dial. Broadcast band extended at the high frequency end (so-called "police" band). Easy tuning. Fairly good tone. Treble control. Undistorted volume higher than average. Some cabinet rattles. Somewhat distorted tone. Provision for connecting a record player. Short circuit hazard to chassis but chassis was reasonably well hidden. Sleazy electric cord.

**Sears' Silvertone** Cat. No.—7037 (Sears-Roebuck). \$32.95 plus transportation. Price charged in February, when ordered as a Winter catalog item at \$25.95, was \$28.95 plus transportation. Higher at Sears' stores. For a-c operation only. Table model with five mechanical push-buttons, easy to set up. Underwriters' Laboratories seal. Hard to tune due to fast pointer motion. Ineffective treble control. Boomy, muffled tone. Excellent selectivity. Current consumption higher than that of any ac-dc radio tested (50 watts). No shock hazard. Tubes easy to remove for testing due to the absence of a back plate. Set was received in a partially inoperative condition which was cleared up when the back cover was removed and the two pilot light sockets which were dangling on their wires were inserted into their seats.

**RCA 35-X** (RCA Mfg. Co.). \$22.95, list. Large midget. Slide dial. Broadcast range extended at the high frequency end (so-called "police" band). Easy tuning but crowded dial. Low sensitivity and poor automatic volume control. Provision for connecting a record player.

**Lafayette D-248** (Lafayette Radio Corp., NYC). \$14.75. Sold by stores of the Lafayette Radio Corp. and by Cooperative Distributors, NYC. Large ivory midget of composition material with handle. Rotating-type dial inadequate. Tone possibly somewhat too shrill. Fair sensitivity. Short circuit hazard.

**Philco PT-7** (Philco Radio & Television Corp.). \$24.50, list. Large midget. Underwriters' Laboratories seal. Slide dial. Tone balance poor and lacking in high treble notes. Bad whistles ("birdies").

**Emerson 421** (Emerson Radio & Phonograph Corp.). \$19.95, list. Midget in brown bakelite case. Slide dial. Easy tuning. Good bass (for midget) and fair treble. Tone control. One of the two samples tested had rattles. Poor selectivity. Liable to whistles ("birdies"). Bal-

## Tone Quality

THE following list of radios is in estimated order of tone quality alone.

### OUTSTANDING

Zenith Consoltone 6D 614W.

### FAIR

RCA 35-X.	Philco 42-PT-95.
RCA 15-X.	Ward's No.—525.
Emerson 413.	Philco 42-PT-7.
Lafayette D-248.	Lafayette W-325.
Emerson 421.	Emerson 418.
Philco 42-321.	

### POOR

Sears' Cat. No.—7054.
Lafayette D-294.
Emerson 336.
Sears' Cat. No.—7037.
Ward's Cat. No.—521.
Ward's Cat. No.—736.

ance of tone poor. Short circuit hazard. Sleazy electric wire.

**Lafayette** W-325 (Lafayette Radio Corp.). \$24.95. Sold by stores of the Lafayette Radio Corp. and by Cooperative Distributors, NYC. Table model radio-phonograph combination. (*The model is rated here without any regard to the phonograph, which gave fair reproduction and had a medium-weight (2 oz.) pick-up; however, the lid was quite ineffective in keeping needle noise suppressed. The phonograph portion must not be operated on d-c.*) Rotating-type crowded dial in front of the radio. Sample tested did not cover the entire broadcast band at the low frequency end. Tone distorted, and somewhat shrill due to lack of bass. Low undistorted volume output. Poor sensitivity. Short circuit hazard.

**Sears' Silvertone** Cat. No.—7054 (Sears-Roebuck). \$27.95 plus transportation. Price charged in February, when ordered as a Winter catalog item at \$21.95, was \$22.95 plus transportation. Large table model radio-phonograph. (*The model is rated here without regard to the phonograph, which gave fair reproduction and had a desirable light weight (1.5 oz.)*

pick-up; however, the lid was quite ineffective in keeping needle noise suppressed. Equipped with an automatic radio-phonograph switch connected to the tone arm. The phonograph portion must not be operated on d-c.) Rotating-type, very crowded dial in front of the radio. Broadcast band extended at the high frequency end (so-called "police" band). Balance of tone poor. Low volume. Short circuit hazard.

**Emerson** 418 (Emerson Radio & Phonograph Corp.). \$22.95, list. Small table model with provision for gripping in back. Rotating-type, extremely crowded dial. Limited tone range both on bass and treble. Poor volume. Short circuit hazard at two bottom screws; however, these were reasonably well hidden. Sleazy electric cord.

**Ward's Airline** Cat. No.—525 (Montgomery Ward). \$14.95 plus transportation in Winter catalog. Price charged in February, when ordered as a Winter catalog item at \$10.25, was \$12.95 plus transportation. Higher at Ward's stores. Large midget in brown plastic cabinet. Good, rotating hand-type dial but tuning pointer too fast. Underwriters' Laboratories seal. Low volume and poor, tinny tone. Loudspeaker facing left instead of forward. Five mechanical push-buttons, hard to set up.

**Emerson** 336 (Emerson Radio & Phonograph Corp.). \$16.95, list. Midget with a collapsible handle; available in a choice of colors. Rotating-type dial, poorly designed. Very hard to tune (fast pointer). One of the two samples tested did not cover the lower end of the broadcast band and had very poor balance of tone. The tone of the other sample was fair. Fair sensitivity, poor automatic volume control. Short circuit hazard. Sleazy electric wire.

**Ward's Airline** Cat. No.—736 (Montgomery Ward). \$28.95 plus transportation. Price charged in February, when ordered as a Winter catalog item at \$22.95, was \$26.95 plus transportation. Higher in Ward's stores. Table model. Satisfactory rotating hand-type dial but tuning knob too fast. Muffled, boomy, distorted tone. Treble control. Fair short wave band (9 to 12 megacycles). Underwriters' Laboratories seal but had short circuit hazard. Six mechanical push-buttons, hard to set up. Liable to telegraph signal inter-



### BEST IN ITS CLASS

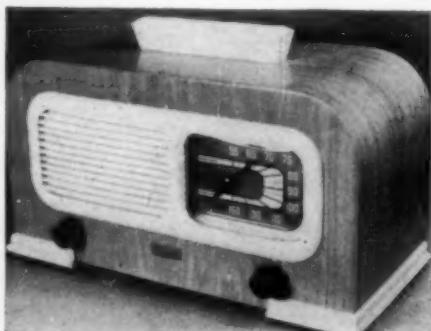
*This Lafayette, seventh in quality among all the radios tested, proved best of the \$15 models*

ference. Loudspeaker facing left instead of forward.

**Lafayette** D-294 (Lafayette Radio Corp., NYC). \$20.95. Sold by stores of the Lafayette Radio Corp. and by Cooperative Distributors, NYC. Large midget. Slide dial. Sample tested did not cover the entire broadcast band at the low frequency end. Short wave band with a fair dial. Easy tuning but crowded broadcast dial. Poor bass. Low undistorted volume output. Rattles. Poor sensitivity. Short circuit hazard.

**Ward's Airline** Cat. No.—521 (Montgomery Ward). \$9.95 plus transportation. Price charged in February, when ordered as a Winter catalog item at \$7.49, was \$8.75 plus transportation. Higher at Ward's stores. Small midget in brown plastic cabinet. Only radio tested which used a metal plate instead of the usual loop as the antenna, making it much more sensitive to local man-made static. Slide dial. Hard to tune due to very short dial and very fast tuning pointer. Tinny tone with some rattles. Low sensitivity even with an outside aerial. Easy to grip due to its small size. Underwriters' Laboratories seal.

**Philco** 42-321 (Philco Radio & Television Corp.). \$27, list. Large midget with a place to grip in the back. Slide dial; hard to tune. Did not cover the high frequency end of the broadcast band. Boomy tone (lacking in high frequencies). Poor automatic volume control.



### THESE WERE GOOD

Philco (left), Emerson (center), RCA (right) ranked second, third and fourth in quality

# White Broadcloth Shirts

*With higher prices and lower quality, it's harder than ever to get your money's worth of shirt. CU's ratings of 35 brands provide guidance for you in this difficult task*

As with sheets, bath towels and numerous other everyday articles, you're getting less shirt for your money these days. Proof of this sad fact comes from CU's just-completed tests on 35 nationally-sold and private brands.

Out of 14 brands tested in April 1941 and retested last month, nine have undergone price rises ranging from 9¢ to 25¢. And two of the nine, *Macy's Lansdowne* and *Campus Square*, were of lower quality. The combination of lower quality and higher prices plucked these two shirts out of the "Best Buy" ranking which they enjoyed last year.

General indication of lower quality is shown by the fact that 23 of the 35 shirts tested skimped on material. While the kind of skimping found won't materially affect durability or comfort for an average-size or smaller person, it will mean both less wear and less comfort for anyone much larger than average.

Because white broadcloth goes into the making of most men's shirts (other than work shirts) and because the price range up to about \$2 covers the great majority of sales, CU's tests took in only brands so made and so priced. Two to three samples of each brand were tested for fit and shrinkage, tensile strength, resistance to abrasion, thread count and weight.

## FABRICS

Broadcloth is made in many thread counts. Other properties being equal, a higher count means better material, and a lower count, poorer fabric. Good quality broadcloth has a count of 144 in the warp (lengthwise) and 76 in the filling (crosswise) as the material comes from the loom; medium quality broadcloth a warp count of 128 to 136 and a filling count of 60 to 68. The count of low quality broadcloth—generally found only in the so-called "competition" merchandise—ranges from 112 down to 80 in the warp and from 60 down to 56 in the filling.

Of the 35 shirts tested, on the basis of thread count alone, 10 would be of good quality, 12 of medium quality and three of low quality. Ten had counts higher than 144 by 76, which made them better than good in this respect.

Broadcloths differ not only in the number of threads but also in the *ply* of

the threads used. A so-called 2x2 broadcloth has two-ply cotton threads (two yarns twisted together) used in both the warp and the filling. In 2x1 broadcloth two-ply yarns are used for the warp and single yarns for the filling; in 1x1 broadcloth single yarns are used for both warp and filling.

You'll find 1x1 broadcloth used in most shirts. Only five of the 35 tested by CU had 2x2 yarns; none had 2x1. Two-ply yarns, generally used in more expensive shirts, improve the appearance of the garment, but add little to its wearing qualities. Because they are spun tighter and thinner, they produce a thinner and lighter weight fabric which has a higher tensile strength than one-ply fabrics but a lower resistance to abrasion. The result is that there's probably no net gain as regards wearing quality. In CU's tests none of the five shirts with 2x2 yarns rated higher than shirts of the same brands with 1x1 yarns, selling at lower prices.

Only one of the shirts tested, *Sears' Preston*, shrank excessively. All the rest of the shirts had been subjected to some controlled preshrinking operation. Nevertheless, it's still advisable to get a guarantee that residual shrinkage won't exceed 2%.

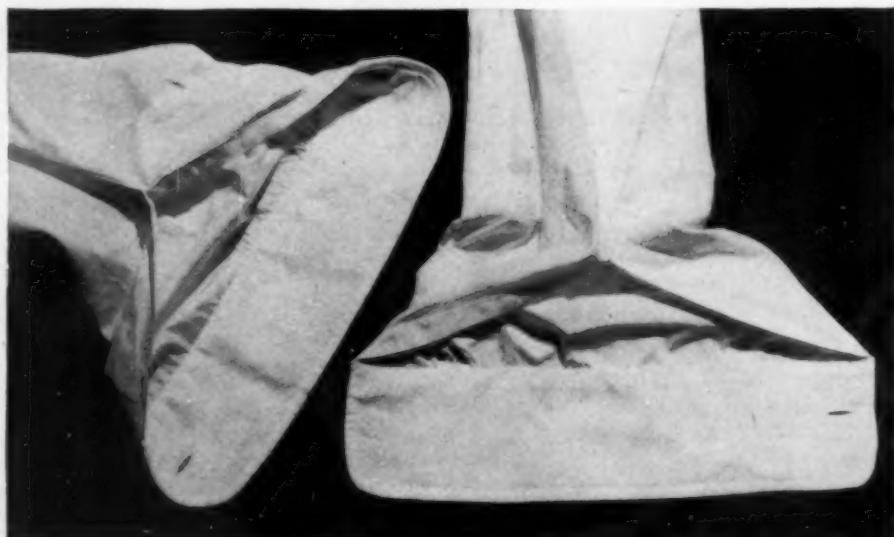
The shirts didn't make out so well as regards conformity to marked size. Though none were small in the collar and only one, *Sears' Preston*, was small in the sleeves, three shirts—*Ward's Ashley*, *Sears' Nobility* and *Grant's Seamont*—had collars larger than the marked size; and two—*Bullock's Mil-Test* and *Ward's Pinehurst*—had too-large sleeves. In *Macy's Kempton* both sleeves and collars were oversized.

*Sears' Preston*, besides being short in the sleeves, was short in length and skimped in the yoke; these defects, added to its sins in the way of shrinkage, made it "Not Acceptable."

## DESIGN AND CONSTRUCTION

**COLLARS & FRONTS** The value of a shirt is only partially determined by the quality of its fabric; its construction should be regarded as of equal importance. For the way a shirt is cut and put together can affect not only the appearance, but also the wear and comfort you will get out of it. Improperly fitted garments are usually under strain and wear out quickly.

Fifteen of the 35 shirts tested were skimped in the yoke. To an average man this wouldn't make much difference, but a broad-shouldered or large-chested individual would place extra strain on the stitching at the end of the yoke, and eventually the shirt would give way at the point where the back is sewn to the sleeve. In the same way, slight skimping in chest measurements (found in five of the shirts tested) wouldn't mean much to the average wearer, but a large-chested man might find such a shirt less comfortable and shorter-wearing.



SLEEVE PLACKETS

... should be long enough to allow the cuffs to be laid flat. The seam of the one on the left may be torn in commercial ironing

Eighteen of the shirts tested by CU were skimped in length. Skimping in length won't affect the wearability of a shirt, but if such skimping is too great, the shirt will tend to "creep out."

Men with extra long or extra short necks should be especially careful to get collars of the correct height. A high collar on a short neck looks foolish, feels uncomfortable and will wear out fast because of extra friction at the neck fold.

Collar points should be evenly stitched and should lie flat under all circumstances. A poorly tailored collar does not stay even and will wear out soon because of the extra pressure required to iron it.

Many men prefer permanently stiffened collars because they don't wilt in hot weather. To produce this permanent stiffness, a stiff fabric or a strip of cellulose acetate is inserted between the two pieces of cloth. If cellulose is used, the collar is then ironed under high temperature and pressure; the cellulose acetate melts and penetrates the yarn of the cloth, giving it extra stiffness.

This is all very fine except that the additional stiffness causes the collar to wear out faster unless the manufacturer has met the problem by using heavier material in the collar. It is advisable to ask for some guarantee of the lasting qualities of such collars.

Stitching in a shirt should be even, neat and clean; the collar, cuff and front panel should have about 19 stitches to the inch. If an interlining has been used for the button, or buttonhole panel or plait, it should be of the same material as the rest of the shirt. Different materials may shrink differently and wrinkle the front.

Lustrous pearl buttons, even in thickness all around and firmly attached, are an indication of good quality. Buttonholes should have no loose or rough edges and should be reinforced with a small bar of extra stitches at each end.

**SLEEVE & CUFFS** For both comfort and good wear, sleeves should start at the end of the shoulder bone. If the shoulder of the shirt droops over this point, there is additional strain on the shirt back. If the shoulder is short, both back and sleeve are strained. For easy ironing the sleeves should be cut straight with the threads of the material running parallel to the top fold of the sleeve.

In the higher quality shirts, sleeves are made of one piece of fabric. Sleeves of medium priced shirts are sometimes pieced. This type of construction in no way affects either wear or fit—provided, of course, that the total sleeve size is satisfactory. Two-piece sleeve construction is simply a method of utilizing material which otherwise would have to be discarded. As in last year's tests, CU found both constructions in shirts sold



AMPLE YOKE

*This size 15 shirt has a standard 18-inch yoke. That means the shirt won't be uncomfortable or short-wearing for broad-shouldered, large-chested men*



SKIMPED YOKE

*This shirt, also size 15, has an undersized yoke—17 inches. It's all right for the average wearer, but broad-shouldered, large-chested men will put strain on the yoke, cutting down the life of the shirt*

under the same label at the same price and even in the same store.

In cuffs, stitching at the sleeve end of the placket should be bar tacked to prevent tearing under normal strain. Plackets should be large enough so that the cuff can be laid flat in ironing. Higher quality shirts have extremely large sleeve plackets with an extra button to keep them closed and snug around the forearm.

**BACK OF SHIRT** Since you move your shoulder when you move your arm, the shirt yoke seam where it joins the back should be curved slightly downward from the center of the back to take care of this natural rounding of the shoulder muscles. Shirts cut straight across the yoke seam generally pull, with the result that the seam may eventually tear. This type of construction is generally found only in very low quality shirts.

The pleats or gathers which produce back fullness are also put in to take up muscle play. They should be evenly distributed across the entire yoke or concentrated on each side of the shirt at the shoulder blade—not bunched at the center of the back. Gathers only in the center are of little or no use in taking up shoulder strain.

## Best Buys

*The following shirts of the "Acceptable" list are judged to offer the best value for the money. They are in order of quality. For full details see listings under "Acceptable."*

**AMC.** \$2.

**Penney Towncraft.** \$1.65.

**Ward's Ashley.** \$1.49 plus postage.

**Sears' Fashion Tower.** 98¢ plus postage.  
**Leeds.** \$1.29.

## Acceptable

*(In order of quality without regard to price)*

**AMC (Associated Merchandising Corp.<sup>1</sup>).** \$2.

Extra high thread count. Very good resistance to abrasion and high tensile strength. Cut extra large to allow for small amount of shrinkage. Shirt fits well after washing.

**Hudson's Darwood** (AMC shirt sold by J. L. Hudson, Detroit). \$2. Extra high thread count. Good resistance to abrasion and high tensile strength. Collar measured slightly larger than marked size, but should prove satisfactory in use.

**Fieldbilt Conway** (Marshall Field & Co., Chicago). \$2. Extra high thread count. Good resistance to abrasion and good

<sup>1</sup> See page 11 of your 1942 Buying Guide for a list of AMC stores.



### SHIRT TAILS

... should have a gusset at the bottom of the seam which joins front and back, as the one at the left has. The one at the right shows skimped construction

tensile strength. Cut extra large to allow for shrinkage. Collar remained slightly larger than marked size even after washing, but should prove satisfactory in use.

**Jayson Whitehall** (F. Jacobson & Co., NYC). \$1.95; 3 for \$5.75. High thread count. Good resistance to abrasion and good tensile strength. Cut extra large to allow for shrinkage. Collar remained slightly larger than marked size after washing, but should prove satisfactory in use.

**Penney Towncraft** (J. C. Penney Stores, NYC). \$1.65. High thread count. Fair resistance to abrasion and high tensile strength.

**Gimbel Bros. Special** (Gimbel Bros., NYC). \$1.69; 3 for \$5. High thread count. Good resistance to abrasion and good tensile strength.

**Neneave** (Fashion Shirt Corp., NYC). Available from Cooperative Distributors, NYC at \$1.69 or 3 for \$4.95, plus postage if ordered by mail. Extra high thread count. Good resistance to abrasion and high tensile strength. This shirt would have been rated higher if back gather had been on both sides of shirt, not in center.

**Bullock's Westerly** (Bullock's Dep't Store, Los Angeles). \$1.95. Extra high thread count. Good resistance to abrasion and good tensile strength. Front panel had only one row of stitches. Skimped in length and chest measurements.

**Macy's Lansdowne** (R. H. Macy & Co., NYC). \$1.69. High thread count. Fair resistance to abrasion and good tensile strength.

**Macy's Kempton** (R. H. Macy & Co.). \$1.98. High thread count, two-ply yarn. Light weight fabric, making for low resistance to abrasion, but high tensile strength. Sleeve and collar larger than marked size.

**Ward's Ashley** Cat. No.—2861 (Montgomery Ward). \$1.49; 2 for \$2.89 plus postage. Extra high thread count. Fair resistance to abrasion but good tensile strength. Collar larger than marked size.

**Van Heusen Country** (Phillips-Jones Corp., NYC). \$2. High thread count. Fair re-

sistance to abrasion and fair tensile strength.

**Hale Bros. Townsman** (Hale Bros., San Francisco). \$1.59. High thread count. Good resistance to abrasion and good tensile strength. Skimped in length.

**Ward's Pinehurst** Cat. No.—2632 (Montgomery Ward). \$1.98; 2 for \$3.85 plus postage. Extra high thread count. Fair resistance to abrasion and good tensile strength. Sleeves and collar larger than marked size, but collar should fit after washing.

**Penney Towncraft** (J. C. Penney Stores). \$1.98. High thread count, two-ply yarn. Poor resistance to abrasion but high tensile strength. Collar slightly larger than marked size but should fit after washing.

**Sears' Truepoint** Cat. No.—53 (Sears-Roebuck). \$1.44; 2 for \$2.79 plus postage. High thread count. Fair resistance to abrasion and good tensile strength.

**May Co.** (The May Co., Los Angeles). \$1.49. Medium thread count. Fair resistance to abrasion and good tensile strength.

**Sears' Fashion Tower** Cat. No.—282 (Sears-Roebuck). 98¢; 3 for \$2.89 plus postage. Medium thread count. Fair resistance to abrasion and good tensile strength.

**Tarrytown** (W. T. Grant Stores, NYC). \$1.59. Extra high thread count. Fair resistance to abrasion and good tensile strength.

**Arrow Hitt** (Cluett Peabody & Co., Troy, N. Y.). \$2. Medium thread count. Fair resistance to abrasion and high tensile strength. Material skimped in length of shirt. Collar slightly larger than marked size, but should fit after washing.

**Sears' Nobility** Cat. No.—201 (Sears-Roebuck). \$1.98; 2 for \$3.85 plus postage. High thread count; two-ply yarn. Poor resistance to abrasion but high tensile strength. Collar larger than marked size.

**CD's 2x2** (Cooperative Distributors, NYC). \$2.19; 3 for \$6.45 plus postage if ordered by mail. High thread count, two-ply yarn. Poor resistance to abrasion, but very high

tensile strength. Collar slightly larger than marked size, but should fit after washing.

**CD** (Cooperative Distributors). \$1.35; 3 for \$3.85 plus postage if ordered by mail. Medium thread count. Fair resistance to abrasion and fair tensile strength. Material skimped in length of shirt. Collar slightly larger than marked size but should fit after washing.

**Gimbel's Wyndham** (Gimbel Bros.). \$1.49. Medium thread count. Good resistance to abrasion and fair tensile strength. Material very much skimped in length.

**Leeds** (Schulte Cigar Stores, NYC). \$1.29; 3 for \$3.75. Extra high thread count. Good resistance to abrasion, and fair tensile strength. Material skimped in length.

**Bullock's Mil-Test** (Bullock's Dep't Store). \$1.45; 3 for \$4.25. Samples varied from low to medium thread count. Good resistance to abrasion and fair tensile strength. Material skimped in length of shirt; sleeves larger than marked size.

**Wings** (Piedmont Shirt Co., Greenville, S. C.). \$1.65. Medium thread count. Good resistance to abrasion and fair tensile strength. Material skimped in length.

**Collarite** (Phillips-Jones Corp.). \$1.65. Medium thread count. Fair resistance to abrasion and fair tensile strength.

**Fruit of the Loom** (Fruit of the Loom, Inc., NYC). \$1.65. Medium thread count. Poor resistance to abrasion and fair tensile strength.

**Campus Square** (Sam's Cut Rate Stores, Detroit). \$1.29; 3 for \$3.75. Medium thread count. Fair resistance to abrasion and fair tensile strength. Material skimped in length.

**Tru Val** (Tru Val Mfrs., Inc., NYC). \$1.55. Medium thread count. Fair resistance to abrasion and good tensile strength. Material skimped in length.

**Tru Val** (Tru Val Mfrs., Inc.). \$1.85. Medium thread count. Fair resistance to abrasion and good tensile strength. Material skimped in length; collar larger than marked size. Appeared to be same shirt as \$1.55 *Tru Val* above.

**Manhattan** (Manhattan Shirt Co., NYC). \$2.25. Medium thread count. Poor resistance to abrasion and fair tensile strength. Material skimped in length of shirt; collar larger than marked size.

**Seamont** (W. T. Grant Stores). 88¢. Low thread count. Good resistance to abrasion but filling had low tensile strength. Collar larger than marked size. Sleeve placket so made that it may tear when being ironed.

### Not Acceptable

**Sears' Preston** (Sears-Roebuck). 89¢. Very low thread count. Light weight fabric, which showed only fair resistance to abrasion. Filling had very low tensile strength. Seams were sewn with very few stitches to the inch; material was very much skimped in length of shirt; sleeve was much shorter than marked size; yoke was small. Chest measurement was one inch smaller than it should have been. Plackets were extremely small; they would be apt to tear when ironed. Shrank excessively.

# Pots & Pans

*Because of priorities restrictions on aluminum, stainless steel, &c., the trend is to cooking utensils made of enamelware, glass, cast iron.*

*Here CU tells what you can expect from various materials, what you should look for when you buy cooking utensils of any kind*

THE LONG arm of war production has reached into the American kitchen and is taking away that great staple—the aluminum cooking utensil. What's going to happen now to pots and pans in general is a haunting question for many housewives these days. What's going to happen first of all, of course, is a switch from metals commonly used in the past—aluminum, stainless steel, &c.—to materials less affected by defense requirements—glass, enamelware, &c.

Fortunately, the disappearance of aluminum shouldn't work too great a hardship. Other materials, especially if consumer demand forces improvement, may prove just as satisfactory and eventually cheaper. They won't have to go far to be cheaper than aluminum, either; for, through its monopoly, the Aluminum Company of America kept prices up to very fancy levels.

But don't expect price drops in cooking utensils of any kind right now. War requirements are pushing up the prices of metal utensils. And glass and enamelware, though little affected by priorities, are rising in price, too, owing to the increased demand. (If you haven't already bought whatever you need in the way of utensils, CU recommends that you do so soon.)

CU's research on cooking utensils showed above all that there's no "best" among various types, that each type has a place in the kitchen.

But there are certain points that housewives should know before buying any cooking utensil. An important one is: if you can afford it, it's good economy to buy high quality. The initial cost may be more, but the durability and fuel savings resulting from the better utensils will make them cheaper in the long run.

Also, pay attention to shape. It's important both from a standpoint of convenience and because the efficiency of the utensil depends to some extent on its shape.

Pots and pans should have tight-fitting covers and be well-balanced so that they sit flat on the stove without tipping. A

non-drip lid greatly facilitates pouring.

The highest heating efficiency (and consequently the greatest fuel saving) is obtained from pans with flat bottoms, because of the better contact with the heating element of the stove. This is particularly important when electricity furnishes the heat; it doesn't matter quite so much if you cook with gas.

Use pans of a diameter suited to the stove burner (maximum efficiency is obtained when the pans are slightly larger than the unit). In some cases, of course, you won't be able to do this; an eight-quart pan with a diameter to fit the average burner would be unmanageably high. Triangular pans designed so that three can be used over one burner at the same time produce fuel savings only if their bottoms don't extend greatly over the edge of the burner.

A point to remember if you use an electric range: if the pan fits the central, low-wattage element of the burner, don't turn on the larger outside element. You'll increase the cooking speed very little and at the expense of considerable amounts of current.

Since black surfaces absorb heat more readily, allowing the bottom of pans to become blackened in general increases their efficiency. This is especially true of aluminum and stainless steel, less important in enamelware. Aluminum pans with blackened bottoms and shiny sides have the greatest heating efficiency.

## PRESSURE COOKERS

The biggest innovation in cooking utensils in the past years has been the pressure cooker. In these foods are cooked with steam under pressure (and thus at higher temperatures) so that cooking time is reduced to a half or a quarter of the time required when ordinary utensils are used. And that means considerable fuel savings.

How much longer pressure cookers will remain on the market is uncertain. Many stores in New York City seem to be carrying only stainless steel cookers; others have limited supplies of aluminum cookers, but only in certain sizes.

So if you want a pressure cooker, you'd better buy one soon.

CU gave brand ratings of cookers in the November 1940 *Reports*, but subsequent substitutions in materials may have altered these ratings. It is known, for example, that recent *Presto* cookers have been made with tinned racks instead of aluminum ones.

A much better buy than the standard pressure cooker is the recently-introduced "pressure canner-cooker." Intermediate in size between a regular cooker and a pressure canner, this utensil is extremely useful for everyday cooking. It's larger and only a little more expensive than a standard pressure cooker. Since the cooker-canners are made of cast aluminum, they probably won't be on the market long. Sears-Roebuck's new Spring catalog lists the 9-quart size at \$10.95.

## MATERIALS

**ENAMELWARE** Manufacturers of glass and enamelware utensils are seizing the opportunity presented by metal restrictions to launch huge advertising campaigns. And already sales of enamelware are up.

This material, long used in the kitchen, is well suited for saucepans, double boilers, and roasting pans. Made by fusing enamel—a form of glass—on a steel base, it has a high heating efficiency, ranking, in fact, next to aluminum. It absorbs heat quickly but spreads it slowly and not too evenly. If it isn't heated slowly foods will be scorched, heat tints developed, and perhaps the utensil ruined.

Since enamelware is a form of glass, it will chip if struck heavily or subjected to rapid changes of temperature. Enamelware utensils chipped on the inside should be discarded immediately.

Enamelware may be cleaned with mild scouring powders such as *Pal-lo*, *Porcela*, *Vit* or *Bon Ami*, or with steel wool. However, when foods become dried or caked on the enamel surface, they should be soaked, rather than scraped off.

Be careful about what kinds of foods you put in enamelware utensils. Antimony, a toxic metal sometimes used in the manufacture of enamelware, may be affected by strong food acids so as to form poisonous compounds. Although there are no recorded cases of poisoning traceable to food cooked in enamelware, there are cases of poisoning from lemonade prepared in them.

CU recommends that, to be on the safe side, you don't use enamelware utensils for preparing or storing highly acid foods—citrus fruits, tomatoes, sauerkraut, &c.

It's wise to buy good quality enamelware, because it's more durable. The best way to judge the quality is by weight, and thickness. The better grades have several layers of enamel on a heavy steel base. If there are many tiny cracks or air bubbles on the enamel surface, the ware is probably of low quality.

**GLASS** Despite its high price, the several advantages of glass are making it increasingly popular as a material for every type of cooking utensil. Its transparency allows the cook to watch the contents. The same utensil may be used to mix the food, cook it, serve it and store it in the refrigerator. Though not quite so high in heating efficiency as aluminum or enamelware, glass can produce a tender, even crust on baked products. Practically any kind of cleaner may be used on glass, and food chemicals have no effect on it.

Good glassware may be heated directly over the flame, but shouldn't be subjected to rapid changes of temperature.

**ALUMINUM** Although the government has severely curtailed the use of aluminum in consumer goods, you can still find limited stocks in the stores. (You may have to do considerable shopping to find just the item you're looking for, however.) Because it's still generally available, CU offers a few comments on the advantages and disadvantages of aluminum.

Aluminum utensils are of three kinds: cast aluminum, heavy sheet aluminum and light sheet aluminum. *Cast aluminum*, made by casting the molten metal in molds, is an excellent material for many kinds of utensils—saucers, griddles, skillets, teakettles and Dutch ovens. Though expensive, it is durable, doesn't chip, rust or dent easily, and its lightness makes it convenient to use.

The heating efficiency of cast aluminum is high, particularly after the bottom of the utensil has become blackened. Like other heavy cast metals, it's slow to heat, but spreads the heat evenly.

Alkali foods tend to discolor all aluminum, while acid foods brighten it. Certain mineral solutions in food combine with the aluminum and form pits, particularly if food is left in the pan any length of time. But there's no food poisoning hazard involved.

*Sheet aluminum* utensils are stamped and are lighter than cast aluminum. Consequently, sheet aluminum utensils dent more easily and, in general, aren't so durable. They heat more quickly, but don't spread the heat so evenly.

The heavy gauges of sheet aluminum

are satisfactory for certain utensils—saucers, coffee makers, cake tins, and double boilers. But the light gauge utensils have little to recommend them except low cost. Not durable, easily dented and warped they should be used only for occasional quick heating.

Ordinary commercial cleansing powders should not be used to clean aluminum of any kind; their abrasive action is too harsh. A milder abrasive, such as copper or steel wool, is safer. Although steel wool does scratch aluminum to some extent, the filaments are so fine that no damage is done.

**STAINLESS STEEL** The use of stainless steel in consumers goods has been restricted, but some stainless steel utensils are still on the market. Though quite expensive, they are durable and don't scratch or dent easily. And foods don't discolor them.

Chromium—an extremely toxic substance in some forms—is used in the stainless steel alloy, but at present there is no evidence to indicate that chromium in a steel alloy will combine with food chemicals to form a poisonous compound. There may be danger in *chromium-plated* utensils, however, for food acids may react with the plating and form toxic compounds.

The heating efficiency of stainless steel isn't so great as that of aluminum; it spreads the heat more slowly. Stainless steel utensils should be heated slowly over a low flame; otherwise, food may be scorched in spots and the pan discolored by heat tints. In general, stainless steel is most suitable for saucers, oven utensils and kettles.

Frying pans with a carbon steel center and a layer of stainless steel on either side spread the heat more quickly and evenly than plain stainless steel pans. Even more efficient are stainless steel pans with copper clad bottoms. These are, in fact, excellent utensils in practically every respect—and cost accordingly.

**COPPER** serves its best purpose in cooking utensils as a coating for other metals. Its big virtue is that it is a superior conductor of heat, distributing it rapidly and evenly. But utensils made completely of copper must be tin-plated on the inside; there is some evidence that copper may form toxic compounds with certain foods, and it is known that copper destroys vitamin B. A soft metal, copper dents and tarnishes easily and therefore requires considerable care.

**CAST IRON** is heavy and not too convenient to use, but it makes good and extremely durable skillets, griddles and Dutch ovens. Cast iron utensils are

not easy to clean, and will rust if not dried thoroughly after washing.

As sold, cast iron utensils usually have a lacquer coating to prevent rusting. This coating can be removed by scouring the utensil thoroughly with soap and water, then rinsing and drying it. After that, cover the utensil with cooking oil, tallow or grease and place it in a warm oven for several hours. Wash, rinse and dry it again. If you intend to store an iron pot for several weeks or months, cover it with tallow or oil to prevent rusting.

**SHEET IRON** is used mainly for cheap skillets. Since it dents and rusts easily, utensils made of it are not good buys.

**TINWARE** (consisting of a coating of tin over sheet iron or sheet steel) is not very durable, either. Its use should be confined mainly to baking utensils such as cake tins, pie pans and baking pans.

**EARTHENWARE** though no longer found in many American kitchens, makes ideal utensils for preparing foods which require a long, slow cooking period at low temperatures. To such foods earthenware, in the opinion of many persons, gives a flavor which you can't duplicate in a utensil of any other material. Earthenware must be treated carefully, for it breaks under sudden temperature changes.

Because of the large number of materials and brands of cooking utensils, CU has found it impossible to test and rate individual brands. If the restriction of materials in consumers goods production results in narrowing the types and brands of utensils on the market, such a project may be undertaken.

## Alarm Clocks

CU's plans for testing leading brands of alarm clocks (announced in the February Reports) have had to be abandoned. Reason: only a few clocks are still available. Manufacture of Ingersoll, Gilbert, Ingraham and Seth Thomas alarm clocks has been severely curtailed due to shortages of metals, priorities restrictions, &c. Westclox alarm clocks are still being made, but there is a limited quantity of chime models.

Some wholesalers and retailers still have supplies of clocks, but their stocks are not being replenished in any large numbers by manufacturers. According to one wholesaler, "in a very short time only the barest essentials in the clock line will be available."

Consequently, CU has shelved the alarm clock project until such time as enough models are available to test.

# Mineral Oil

*There's little relation between price and quality of mineral oils; inexpensive, seldom-advertised brands are often the "Best Buys." The proof comes from CU's new tests of 57 brands*

**M**INERAL oil, as one of the blandest types of laxatives available, has won many adherents. Just how safe and effective it is as a treatment for constipation is discussed in the Medical Section of this issue. Here CU reports the results of tests on 57 national and private brands.

The tests showed that while all the brands examined were of satisfactory quality, not all were of equal quality. And there was little or no relation between quality and price. Thus *Macy's* and *CD*, among the highest in quality, were among the lowest in price; *Old House* and *Samson's*, high in price, were low in quality. Many of the private label brands were found to be both economical and good; nationally advertised brands as a rule were found to be overpriced.

Mineral oil, also known as liquid petrolatum or liquid paraffin, comes from the same source as gasoline, kerosene and lubricating oils—crude petroleum. Because of its somewhat unesthetic origin, some people think it's dangerous for internal use and may even cause cancer.

There is no basis for these notions; mineral oil is highly refined before it's marketed for medicinal use. If properly refined, the oil should be odorless, tasteless and colorless.

Another popular misconception is that mineral oil made from Russian crudes is superior to the domestic product. The firm entrenchment of this idea has led manufacturers on occasion to label their oil "Russian" when it wasn't, and this in turn has prompted the Food & Drug Administration to seize such products on the grounds of mislabeling.

Actually, there's no essential difference between Russian and American mineral oil. And there's no way to tell which a certain brand is unless you can trace the oil back to its source. However, Russian mineral oil is invariably of the heavy type; a light mineral oil cannot be Russian. (Mineral oils are also available in emulsion form, some containing gums or phenolphthalein. These were not tested.)

The consistency of mineral oil varies considerably, ranging from heavy bodied oils to light bodied oils. To distinguish between them, certain standards have been set up for viscosity, or body. This viscosity is measured in terms of the time (in seconds) required for a given amount to flow through a standard instrument at a set temperature. To meet

U. S. Pharmacopoeia requirements a heavy oil must flow through in not less than 175 seconds; light oil, in not more than 170 seconds. More recent and more adequate standards established by the Toilet Goods Ass'n require 335 to 365 seconds for heavy oils; 126 to 334 seconds for medium oils; 50 to 125 seconds for light oils.

Though all the brands tested by CU met U.S.P. standards for the grade with which they were labeled, not all met the more exacting TGA standards. The term "extra heavy" used on some labels was found to have no significance, since many of the oils so labeled were lighter than standard heavy oils.

CU observed little uniformity as regards labeling. Some packages gave complete statements as to viscosity and specific gravity; others neglected to state even the grade (heavy or light). Consumers should examine labels and, if the viscosity is given in terms of seconds, check it with the standards mentioned above to see whether the oil is actually heavy, medium or light.

CU tested two samples of each brand for a variety of factors, in addition to viscosity, to determine purity and quality. Specific gravity, which is a measure of weight per unit volume, varied from 0.839 to 0.892 at 60 degrees F., and was generally found to be higher, the greater the viscosity. Other things being equal, those with higher specific gravities were judged to be better oils.

Mineral oils are purified by treatment with concentrated acid which removes all organic (carbonizable) substances other than pure paraffin. But the acid must be completely removed or neutralized before marketing. To check on purity, CU tested for carbonizable substances and acidity. All brands were found satisfactory, although with respect to carbonizable substances some brands proved better than others.

Tests were also made for cloud point (presence of solid paraffin at low temperatures) and presence of sulfur compounds. All brands were found to be colorless, tasteless, and odorless at room temperature with the exception of *Ward's Vitamized*. At higher temperatures, some few brands exhibited a paraffin taste and odor.

Packaging, net contents, and labeling of each brand were also observed.

Ratings were based on all of the above factors, viscosity being given the greatest consideration. The grade divisions are based on TGA standards; all of the oils listed as medium would be heavy according to U.S.P. standards.

## HEAVY MINERAL OIL

### Best Buys

*The following oils of the "Acceptable" list are judged to offer the best value for the money in the order given. For full details see listing under "Acceptable" below.*

***Macy's U.S.P. Heavy.*** 27¢ per pint.

***CD U.S.P. Heavy.*** 58¢ per quart; cost per pint, 29¢.

***NYPA Purest Extra Heavy.*** 29¢ per pint.

***Gimbel's U.S.P. Extra Heavy.*** 29¢ per pint.

***Ameroil U.S.P. Heavy.*** 33¢ per pint.

***Septol U.S.P. Heavy.*** 23¢ per pint.

### Acceptable

*(In order of quality without regard to price. Prices given are for pint sizes.)*

***Macy's U.S.P. Heavy*** (R. H. Macy & Co., NYC). 27¢.

***Petroff Russian Extra Heavy*** (Stineway Drug Co., Chicago). 69¢.

***Sargent Russian*** (Sargent Drug Store, Chicago). 65¢.

***CD U.S.P. Heavy*** (Cooperative Distributors, NYC). Packed in quart cans at 58¢; cost per pint, 29¢.

***NYPA Purest Extra Heavy*** (New York Pharmacists Ass'n, NYC). 29¢.

***Bornn's Extra Heavy*** (Bornn Distilling Co., Brooklyn). 39¢.

***Gimbel's U.S.P. Extra Heavy*** (Gimbel Bros., NYC). 29¢.

***Vyko U.S.P. Extra Heavy*** (Ketchum Co., NYC). 49¢.

***Ameroil U.S.P. Heavy*** (The Owl Drug Co., San Francisco). 33¢.

***Bajol Heavy*** (Bartell Drug Stores, Seattle). 49¢.

***Squibb Heavy*** (E. R. Squibb & Sons, NYC). 59¢.

***Pennsylvania U.S.P. Extra Heavy*** (Pennsylvania Laboratories, NYC). 39¢.

***Puretest U.S.P. Heavy*** (United Drug Co., Boston). 59¢.

***Edvic U.S.P. Extra Heavy*** (Edvic Importing Co., Brooklyn). 29¢.

***Septol U.S.P. Extra Heavy*** (Bartell Drug Stores). 23¢.

***NYPA Russian Extra Heavy*** (New York Pharmacists Ass'n). 49¢.

***Alttest U.S.P. Extra Heavy*** (The Bon Marché, Seattle). 49¢.

***Superior Heavy*** (R.D.A. Sales Corp., NYC). 39¢.

***Albolene*** (McKesson & Robbins, Inc., NYC). 69¢.

***Parke-Davis Heavy*** (Parke, Davis & Co., Detroit). 53¢.

***Ward Russian Heavy*** (Ward Chemical Co., Chicago). 69¢.

**Jefferson U.S.P. Extra Heavy** (Jefferson Products, Brooklyn). 39¢.  
**Saxon U.S.P. Extra Heavy** (Royal Mfg. Co., Duquesne, Pa.). 49¢.  
**United Whelan U.S.P. Extra Heavy** (Whelan Drug Co., Inc. & Associated Companies, NYC). 49¢.  
**Rusole U.S.P. Heavy** (Crescent Pharmacal Co., Long Island City, N. Y.). 43¢. Mislabeled: net contents not stated. 1 pint as measured.  
**Sears' Challenge U.S.P. Heavy** Cat. No.—584 (Sears-Roebuck). 23¢ plus postage.  
**Ward's** Cat. No.—5847 (Montgomery Ward). 23¢ plus postage.  
**Sears' Approved U.S.P. Extra Heavy** Cat. No.—580 (Sears-Roebuck). 33¢ plus postage.  
**Faircrest Russolax U.S.P. Extra Heavy** (The Fair, Chicago). 39¢.  
**Hamilton U.S.P. Heavy** (Hamilton Products Co., NYC). 17¢.  
**Purity U.S.P. Extra Heavy** (Purity Drug Co., NYC). 49¢.  
**Old House Russian U.S.P. Extra Heavy** (Schieffelin & Co., NYC). 69¢.  
**Ward's Palatable** Cat. No.—3068 (Montgomery Ward). 33¢ plus postage.  
**F & N Russian U.S.P. Extra Heavy** (Frederick & Nelson, Seattle). 49¢.  
**Genuine B.K.U.—U.S.P. Extra Heavy** (Jackwill Pharmacy, Woodside, N. Y.). 49¢. The letters B.K.U. do not signify imported oil.  
**O'Brien's U.S.P. Extra Heavy** (O'Brien's Pharmacy, Chicago). 59¢.

## MEDIUM MINERAL OIL

### Acceptable

(In order of quality without regard to price. Prices given are for pint sizes)

**Webster U.S.P. Extra Heavy** (Webster Cut-Rate Drug Stores, Brooklyn). 39¢.  
**Dash U.S.P. Extra Heavy** (Dash Drug Co., NYC). 39¢.  
**Laxseed Russian U.S.P. Extra Heavy** (The Laxseed Co., NYC). 59¢.  
**Minoyl U.S.P. Extra Heavy** (Walgreen Co., Chicago). 49¢.  
**Premo Russian U.S.P. Extra Heavy** (Premo Pharmaceutical Labs., Inc., NYC). 69¢.  
**Dermolene Russian U.S.P. Extra Heavy** (Dermone Drug Co., Brooklyn). 49¢.  
**Ward's Vitaminized** Cat. No.—6105 (Montgomery Ward). 49¢ plus postage. No special significance should be attached to vitamin content.  
**Nujol U.S.P. Heavy** (Stanco Inc., Bayway, N. J.). 49¢.  
**Septol U.S.P. Light** (Bartell Drug Stores, Seattle). 19¢.  
**Atlas U.S.P. Heavy** (Atlas Drug & Chemical Co., NYC). 27¢.  
**Ameroil Regular U.S.P.** (The Owl Drug Co., San Francisco). 19¢.  
**Minolene U.S.P. Heavy** (Purepac Corp., NYC). 39¢.

**Samson's U.S.P. (Special Sales Products Co., Boston)**. 59¢.

## LIGHT MINERAL OIL

### Acceptable

(In order of quality without regard to price. Prices given are for pint sizes)

**Economy U.S.P.** (R.D.A. Sales Corp., NYC). 29¢.

**Vladamir Imperial U.S.P. Light** (Dr.

Sachs Laboratories, Chicago). 39¢. Russian name does not signify imported oil.  
**Halsey U.S.P. Light** (Halsey Drug Co., Brooklyn). 17¢.

**Zenith U.S.P. Light** (Zenith Drug, Inc., Irvington, N. J.). 23¢.

**Benly U.S.P. Light** (Benly Products Co., Philadelphia). 13¢.

**Sargent** (Sargent Drug Stores, Chicago). 50¢.

**Blue Cross U.S.P.** (Blue Cross Products, NYC). 25¢.

**Orbol Russian U.S.P.** (Orbit Laboratories, Brooklyn). 29¢. Misbranded: should not be called a Russian oil.



### YOU PAYS YOUR MONEY

... and you takes your choice. You can pay as little as 27¢ for high quality Macy's, an average 49¢ or a top 69¢ for lower quality United Whelan and Albolene



### DECEPTIVE PACKAGING

The glass container shows how much mineral oil you actually get from a bottle of Puretest. It's not the quantity the package would lead you to expect

CONSUMERS UNION Reports

# Shampoos

*You needn't pay high prices for a good shampoo. You shouldn't pay high prices for worthless claims of ingredients. CU's ratings of 40 brands of soap and soapless shampoos show how to get your money's worth*

**A** SHAMPOO has one function only: to clean the hair and scalp effectively, economically and with the least possible harm to the skin. If a shampoo does this, it's doing its job. Anything else it may do or claim to do is simply irrelevant.

Most shampoo ads won't tell you this, however. Many prefer to sell their products on the basis of imaginative properties for "vitamin scalp feeding," "nourishing hair roots," "regulating glands," "curing seborrheal eczema," &c. At times claims have become so fanciful and misleading that the Federal Trade Commission has had to step in and call a halt. An outstanding absurdity was *Kajol Gold Shampoo*, advertised as containing gold!

In the face of such advertising, CU's advice is: examine label claims critically. Don't pay premium prices for worthless claims or ingredients.

Especially to be avoided are bleaching, dyeing, and solvent (naphtha, carbon tetrachloride) shampoos, which may be harmful. As to vitaminized shampoos no evidence exists that a vitamin has any significant beneficial effect when applied externally to the hair.

When you buy a shampoo you have your choice of a soap solution, one of the "soapless" varieties, or shampoo powder. The powders are generally expensive and difficult to use. They require considerable fuss in dissolving, can be used only in hot water, and unless properly dissolved are difficult to wash out. They are not rated here.

Whether you can use a shampoo containing alcohol depends on your scalp. If you have a dry or normal scalp, avoid alcohol shampoos, which have a drying effect. If, on the other hand, your scalp tends to be oily, you may find Tincture of Green Soap U.S.P. (28%-32% alcohol) helpful. No one, however, should use a shampoo with more than 40% alcohol (CU rated all such shampoos "Not Acceptable").

## SOAP SHAMPOOS

The greater proportion of shampoos sold are soap solutions, containing 20% to 40% soft soap. The purpose of the

soap is to emulsify hair and scalp oils so that they will wash out, and to help remove the dirt.

A cake of mild toilet soap will do this job more economically and just as effectively as a liquid, but not as conveniently. Liquids can be applied quickly and distributed over the scalp and hair uniformly. They can also be rinsed out more quickly and thoroughly. Dissolving cake soap to obtain a liquid is seldom satisfactory because hard soaps, made from caustic soda, usually jell at room temperature in concentrations of more than 2%.

The quality of a soap shampoo depends on the type and grade of the ingredients and the manufacturing process used. To be good, a shampoo should be made from non-rancid oils, should contain no free acid or alkali and no impurities. It should be clear and preferably uncolored.

To a large extent the dry soap content of a shampoo determines its cleansing action. But shampoos with the same dry soap content don't necessarily clean equally well, for cleansing action also depends on the type of soap present. Most shampoos contain several types mixed in varying proportions. Thus, coconut and palm soaps are excellent cleansers but may be too irritating and drying for persons with dry scalps. Olive oil, though a poor cleanser, is bland (and expensive). Cottonseed, tallow soap and the like are often used because they are cheap.

Any one of these ingredients may have an irritating effect on your scalp. And there is no way of predetermining the effect of a particular type of shampoo. If you find that one produces itching, scaling or has a drying effect, switch to another brand. Because of the great variety of factors involved, CU made no attempt to identify the type of base present in each shampoo tested or to rate shampoos on their possible irritating effects. However, where the type of soap was stated on the label, this information is given in the ratings.

## SOAPLESS SHAMPOOS

There are two distinct types of soapless shampoos: sulfated alcohols (lath-

ering) and sulfonated oils (non-lathering). By far the best cleansers known, the sulfated alcohols are particularly good for use in hard water, since they don't leave a lusterless grime. But they may be irritating and they tend to be drying. As yet their price is too high to bring them into general competition with soap shampoos.

Sulfonated oils are especially useful for persons with dry scalps. Their cost and cleansing action is about equal to that of soap shampoos.

Soapless shampoos can be used under neutral or slightly acid conditions—a decided advantage for persons who can't tolerate even the mildest alkalinity. This advantage, however, doesn't justify advertisers' exploitation of the alkali-sensitivity bogey, for such sensitivity is largely a matter of individual idiosyncracy, affecting comparatively few people.

## SHAMPOOING THE HAIR

A shampoo properly administered at home is just as effective as any received in a beauty or barber shop. It may be superior, for you generally have no control over the quality of shampoos used in shops.

How frequently hair should be shampooed is a much-asked question, but one with no definite answer. Probably the only rule is to wash your hair often enough to keep it clean. How often this should be will depend on the oiliness of your scalp and the dustiness or sootiness of your environment. For most people weekly shampooing is advisable, but others may get by for longer periods, and still others may require more frequent shampooing.

You'll get the best results if you use a shower stream or a spray when you wash your hair. Before applying the shampoo, brush first, then wash the hair and scalp thoroughly with warm water. This will soften any hardened or greasy matter that may be present.

Apply just enough shampoo to cover the entire scalp; work this up into a thick lather, devoting several minutes to the task. Then wipe off as much of the lather as possible with a wash cloth or with your hand; this prevents dirt from resettling on your hair when the rinse hits it. Follow with a thorough shower rinsing. Apply one or two more lathers and finish off with lukewarm or cold water. An after brush when hair is dry or partially dry will be helpful.

Though time-consuming, this procedure is worth while. It's much better to use a small amount of shampoo a few times than to apply a large amount just once.

If your hair appears lusterless after the shampoo, try using a rinse made of one tablespoonful of vinegar or lemon

juice to a quart of water. If the water is excessively hard, you can soften it with sodium hexametaphosphate (*Calgon*) or, preferably, TSPP (Tetra sodium pyrophosphate)— $\frac{1}{2}$  or 1 teaspoonful to a gallon of water. This water will be alkaline; if it causes any irritation, discontinue its use. Sulfated alcohol shampoos are particularly good for use in hard water.<sup>1</sup>

#### HOW CU TESTED

CU tested one to three samples of each of 31 brands of soap shampoos and nine brands of soapless shampoos. Ratings were based primarily on percentage of dry soap content, cleansing action, alkalinity. Though all soaps are alkaline in a watery solution, the least alkaline are best since they are less likely to be injurious to the hair and scalp.

In addition, tests were made for impurities, free alkali and acid. The only brands found "Not Acceptable" were those which contained over 40% alcohol.

Perfume and color were not taken into consideration in the ratings, since these are matters of individual preference. But keep in mind that perfume and color may cover up defects, and paying high

<sup>1</sup> For further information on care of the hair and scalp, see the article on "Dandruff and Baldness" in the September 1941 Reports.

● Your new 1942 Buying Guide is no bookshelf ornament. Despite its 384 pages, its compact size makes it convenient for your pocket or handbag. Carry it with you when you shop; your Buying Guide was made to work for you.

prices for perfumed shampoos is foolish, since most of the perfume is washed off.

According to law, labels must state the net weight or volume and alcohol content of the shampoo. Sometimes the type of soaps included is also given. You should note these labels when you buy.

So that you can compare the relative costs of various shampoos, cost per fluid ounce is given in the ratings. Larger sizes are usually more economical.

## SOAP SHAMPOOS

### Best Buys

The following shampoos of the "Acceptable" list are judged to offer the best value for the money. For full details see listing under "Acceptable."

**Wildroot Instant.** Large size, 43¢; cost per fl. oz., 7.2¢. Small size, 10¢; cost per fl. oz., 10¢.

**CD Castile.** 26¢, plus postage if ordered by mail; cost per fl. oz., 3.3¢.

**Macy's Castile.** 46¢; cost per fl. oz., 2.9¢.

### Acceptable

(In order of quality without regard to price)

**Wildroot Instant** (Wildroot Co., Buffalo, N. Y.). Large size, 43¢; cost per fl. oz., 7.2¢. Small size, 10¢; cost per fl. oz., 10¢. Contained 15% alcohol. Should not be confused with other types of shampoos marketed by same company.

**Harriet Hubbard Ayer** (Harriet Hubbard Ayer, Inc., NYC). 85¢; cost per fl. oz., 21.3¢. Highest priced of all brands tested.

**Silque** (United Drug Co., Boston). 49¢; cost per fl. oz., 8.2¢. Soap type; olive oil and coconut oil.

**Barbara Gould** (Barbara Gould, NYC). 50¢; cost per fl. oz., 11.8¢.

**Daggett & Ramsdell** (Daggett & Ramsdell, NYC). 60¢; cost per fl. oz., 10.9¢.

**Barbara Lane Castile** (Whelan Drug Co., NYC). 39¢; cost per fl. oz., 4.9¢.

**Klenzo Cocoanut Oil** (United Drug Co.). 50¢; cost per fl. oz., 8.3¢.

**Marchand's Castile** (Chas. Marchand Co., NYC). Large size, 29¢; cost per fl. oz., 7.3¢. Small size, 10¢; cost per fl. oz., 10¢.

**CD Castile** (Cooperative Distributors, NYC). 26¢; cost per fl. oz., 3.3¢. Soap type: 65% olive oil and 35% coconut oil claimed.

**Mary Scott Rowland Castile** (Mary Scott Rowland, NYC). 50¢; cost per fl. oz., 8.2¢. Mislabelled. Statement of contents not readily visible.

**Laco Castile** (Laco Products, Inc., Waltham, Mass.). Large size, 29¢; cost per fl. oz., 5.8¢. Small size, 10¢; cost per fl. oz., 10¢. Soap type: 100% olive oil claimed.

**Conti Castile** (Conti Products Corp., NYC). Large size, 37¢; cost per fl. oz., 7.4¢. Small size, 10¢; cost per fl. oz., 10¢.

**Macy's Castile** (R. H. Macy & Co., NYC). 46¢; cost per fl. oz., 2.9¢.

**Macy's Olive and Coconut** (R. H. Macy & Co.). 29¢; cost per fl. oz., 3.6¢. Soap type: 80% olive oil and 20% coconut oil claimed.

**Packer's with pine tar** (Packer's Tar Soap, Inc., Mystic, Conn.). 10¢; cost per fl. oz., 10¢. Contained 10% alcohol.

**Hennafoam Coconut** (Hennafoam Co., NYC). Large size, 39¢; cost per fl. oz., 6.5¢. Small size, 10¢; cost per fl. oz., 10¢. A shampoo, not a hair coloring.

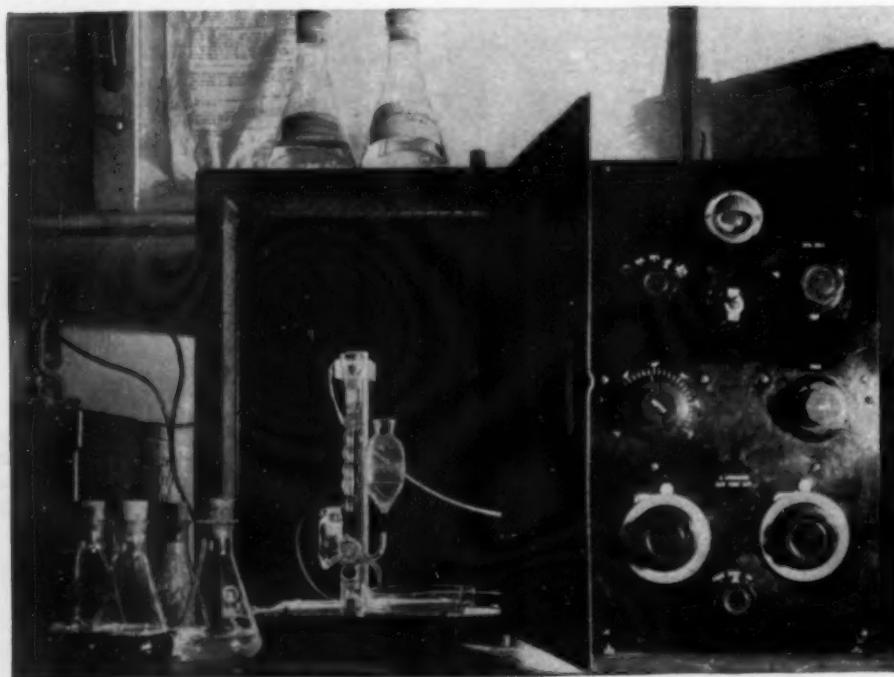
**Mulsified Cocoanut** (R. L. Watkins Co., NYC). Large size, 25¢; cost per fl. oz., 12.5¢. Small size, 10¢; cost per fl. oz., 13.3¢.

**Palmolive** (Colgate-Palmolive-Peet Co., Jersey City, N. J.). Large size, 25¢; cost per fl. oz., 6.3¢. Small size, 10¢; cost per fl. oz., 6.7¢.

**Van Ess** (Wyeth Chemical Co., Jersey City, N. J.). 49¢; cost per fl. oz., 12.3¢.

**Bartell Lemon** (Bartell Drug Store, Seattle, Wash.). 33¢; cost per fl. oz., 4.1¢. Contained 15% alcohol.

**Kremel** (R. B. Semler, Inc., NYC). 39¢;



CU'S POTENTIOMETER MEASURES pH (ALKALINITY) OF SHAMPOOS

Shampoo is put into chamber of glass instrument (center); degree of alkalinity is indicated by amount of electric current produced and recorded on panel (right). Ordinarily, alkalinity tests can be made with simple color indicators (litmus paper, &c) but colored liquids like shampoos require use of the more complex potentiometer

cost per fl. oz., 6.5¢. Soap type: 80% olive oil claimed.

**Packer's** with olive oil (Packer's Tar Soap, Inc.). 10¢; cost per fl. oz., 10¢.

**Woodbury Castile** (John H. Woodbury, Inc., Cincinnati, Ohio). Large size, 25¢; cost per fl. oz., 4.6¢. Small size, 10¢; cost per fl. oz., 10¢.

**Vantine's Vitamin D Olive** (Vantine's, NYC). 29¢; cost per fl. oz., 7.3¢. Vitamin claim should be disregarded.

**Cas-O-Lan** (Halgar, Inc., Chicago). Distributed by Montgomery Ward as Cat. No.—6652. 33¢; cost per fl. oz., 5.5¢.

**Lyncrest** (W. T. Grant Stores, NYC). 10¢; cost per fl. oz., 2.5¢.

**Carson's Castile** (Carson Pirie Scott & Co., Chicago). 49¢; cost per fl. oz., 3.1¢.

**Lady Hildé Cocoanut** (Lady Hildé Cosmetics, Chicago). 59¢; cost per fl. oz., 2.3¢.

### Not Acceptable

**Fitch's Dandruff Remover** (F. W. Fitch Co.). 10¢; cost per fl. oz., 10¢. Contained 49.5% alcohol.

**Lucky Tiger Magic** (Lucky Tiger Mfg. Co.). 33¢; cost per fl. oz., 4.1¢. Contained 47% alcohol.

**Walter's Dandruff Remover** Cat. No.—5753 (Sears-Roebuck). 39¢; cost per fl. oz., 4.9¢. Contained 46% alcohol.

## SOAPLESS SHAMPOOS

### Acceptable

(In approximate order of quality without regard to price)

#### • SULFATED ALCOHOLS (LATHERING)

**Drene** (Procter & Gamble, Cincinnati, Ohio). Small size 10¢; cost per fl. oz., 20¢. Large size, 49¢; cost per fl. oz., 16.3¢.

**Drene Special** (Procter & Gamble). Small size, 10¢; cost per fl. oz., 20¢. Large size, 49¢; cost per fl. oz., 16.3¢. Claimed for dry hair.

**Valene** (Carrel, Chicago). 49¢; cost per fl. oz., 16.3¢.

**Halo** (Colgate-Palmolive-Peet Co., Jersey City, N. J.). Large size, 49¢; cost per fl. oz., 14¢. Small size, 10¢; cost per fl. oz., 16¢.

#### • SULFONATED OILS (NON-LATHERING)

**Venida Oil** (The Reiser Co., NYC). 47¢; cost per fl. oz., 5.9¢. Mislabelled.

**Lustertone** (Carrel). 45¢; cost per fl. oz., 7.5¢.

**CD Latherless** (Cooperative Distributors, NYC). 27¢; cost per fl. oz., 6.8¢.

**Mar-O-Oil** (Marrow's, Inc., Chicago). 49¢; cost per fl. oz., 8.2¢.

**Admiracion** (Admiracion Laboratories, Harrison, N. J.). 39¢; cost per fl. oz., 9.8¢.

March, 1942

# Work in Progress

### Shoe Savers

**S**HORTAGES and higher prices of consumer goods are focusing attention on various gadgets designed to conserve the life of articles. And among the conservation devices displayed in 5-&10-cent stores are rubber soles to be put over regular soles of new or slightly worn shoes, and rubber putty (a thick solution of rubber cement) to build up worn down heels.

CU is going to conduct actual use tests on these shoe savers to see how effective they are. Members of CU's staff will be the guinea pigs. Each guinea pig will bring in a pair of shoes which he (or she) wears often. He will then be given a pair of rubber soles, one of which he himself will apply to a shoe. A technician will put the other sole on the other shoe following a standardized procedure. In the same way, rubber putty will be put on the heels.

We'll keep you posted on the outcome of the tests.

### Re-inking Ribbons

Several CU members have asked us whether re-inking their own typewriter ribbons would be a practical procedure. Our textile technician, whose knowledge extends to matters like these, says no.

First and greatest deterrent is that it's extremely difficult—and rather expensive—for the consumer to buy the proper kind of ink and almost impossible to make it at home. Moreover, the inking must be done in a controlled manner, so that the first typing from the ribbon won't be too heavy or later typings too light. Manufacturers have special machines which apply the ink evenly.

Even if there weren't these disadvantages, there would still be the ques-

tion of how much you'd gain by re-inking your ribbons. By the time the ink gives out, the fabric is usually pretty well worn out. So for all your fuss and bother, you'd get probably just a few more runs of the ribbon before it would have to be discarded.

You'll do better, we think, to buy a good ribbon in the first place—one which is properly inked so as to give a maximum of clear reproductions. A report on cotton and silk ribbons for standard and portable typewriters appeared in the April 1941 *Reports*; you will find the full ratings in your 1942 *Buying Guide*.

### Candy Bars

If you were a member of Consumers Union back in May 1939, you may recall that CU at that time tested and reported on some 30 brands of candy bars. In December 1941 CU re-checked the weights of these bars to see whether the consumer was getting more or less candy for his money than he got in 1939.

What CU discovered was that out of 23 brands still available, 11 gave you the same weight as in 1939, nine gave you less, and three gave you more.

Then a couple of weeks ago, CU checked again, choosing a few bars at random. This check showed that some of the bars which went down in weight between May 1939 and December 1941, had gone down still further after December. How far this tobogganing is going, we don't yet know. But we're going to make another complete check-up now.

The check tests don't mean too much, of course, since they don't disclose anything about the quality of each brand, which may have been improved or lowered since 1939. Nevertheless, we will give you the results for what they're worth.

## Care & Repair: Clothing and Fabrics

By carefully conserving and repairing articles so that replacements can be postponed, consumers can protect their own budgets while lessening the strain on available supplies. This is one of a series of special reports designed to help you make the things you use last longer.

WITH a sharp cut in production of wool fabrics for civilian use scheduled, with supplies of rayon and nylon suffering heavy strain and silk and rubber going out of the picture altogether, event-

ual shortages of clothing and other textile items are more than a possibility. Moreover, the garments appearing on the market are sure to be higher in price and are apt to be lower in quality.

All in all, it behoves the consumer to stretch the life of his present clothing by taking good care of it and repairing it when it becomes worn.

Some repairs—turning collars and cuffs on shirts, remaking cuffs on trousers, lengthening or shortening garments—can be handled only by persons with

some experience in such matters and with access to a sewing machine.

Persons who aren't in a position to tackle larger repair jobs can nevertheless make good use of various repair aids now on the market. 5 & 10 cent stores and department store notion counters offer a number of devices: tapes and specially designed patches which can be applied to rips or holes with a hot iron; sheets of adhesive which can be used to attach patches of your own material; specially prepared rubber cement patching paste which will fasten on patches without the use of heat.

The ready-made patches and tapes and the rubber cement patching tape are more reliable than the sheets of adhesive. For unless the edges of a patch are firmly attached to the material, the patch is apt to pull off or fall off when the garment is washed. And with adhesive sheets, it's difficult to attach the edges firmly. But note that rubber adhesives are to be used only for washable fabrics; they are generally soluble in dry cleaning fluids.

Extremely helpful for mending rips and holes, the commercial repair aids are no less useful for reinforcing fabrics at points which are subject to extra strain. Obviously, it's better to prevent excessive wear and tear on fabrics than to mend them after the damage is done.

There are several ways you can use these repair aids to conserve clothing and textiles. You can tape the inner edge of trouser cuffs with either the specially prepared tape or with your own material (using rubber cement patching paste). The tape won't show and it will bear the brunt of the wear.

If your trousers tend to wear out at the knees or the seat, apply a patch of flexible lightweight material on the inside of these areas. Generally one of the trouser pockets wears out much sooner than the other; a patch of the same material put in the "weak" pocket will prolong its life. Inner edges of trouser pockets can be taped to prevent raveling.

Often skirts and heavy dresses tend to wear out at the points where garter buckles touch them; patches at these points will give protection. Special patches for heels and toes of stockings as well as at the garter welt can be bought. In all these uses, the patches and tapes can do much to prevent excessive abrasion of fabrics.

Patches and tapes can be used to good advantage to repair torn sheets, pillow cases, &c., provided the tear is not the result of a general weakening of the fabric. If the fabric is old and weak, patches can do little more than extend the life of the article through another laundering or two.

# MEDICAL SECTION

HAROLD AARON, M. D., SPECIAL MEDICAL ADVISER

**MEDICAL CONSULTANTS:** Dr. Anton J. Carlson—Chairman, Dep't of Physiology, University of Chicago; Past President, American Physiological Society; Dr. Theodor Rosebury—Assistant Professor of Bacteriology, College of Physicians & Surgeons, and School of Dental and Oral Surgery, Columbia University; Dr. Marion B. Sulzberger—Ass't Professor of Clinical Dermatology and Syphilology, New York Post-Graduate Medical School, Columbia University; Editor, *Journal of Investigative Dermatology*.

*CU's Medical Consultants give technical advice on matters of medicine which lie within their fields. CU is responsible for all opinions concerning social, economic and public health questions.*



## "Vitamins for Defense"

*The nation won't be made strong by swallowing vitamin capsules. For the facts can't be changed: the only completely adequate sources of all the vitamins are natural foodstuffs*

IT is a common experience to hear over the radio or see in the newspapers and magazines advertisements in which commercial foods and drugs are glorified in the name of national defense. "Buy

Vi-Pepo. It has A, B, C, D, E, F and lots of Q. It is your duty to fortify yourself with all these vitamins so that you can do your duty for our country." So runs the theme. In virtually all cases both the patriotism and the claims are suspect.

The commercial vitamin and mineral slogans are particularly reprehensible because a large number of Americans do need more vitamins and minerals and are constantly being persuaded to get them from second rate and decidedly inadequate sources, at a high cost.

From the beginning of the national nutrition campaign early last year, nutrition experts and scientists have raised their voices to bring forth the facts about good nutrition. And fact number one is that the *only* completely adequate sources of *all* the vitamins and minerals are natural foodstuffs; vitamin-mineral products, no matter how potent or skilfully compounded, will not wholly take their place.

This cannot be emphasized too strongly, for the success of our national nutrition campaigns depends on who the people look to for guidance: the nutrition experts or the food and drug advertisers.

A common device in the advertisements of the latter is to represent that a certain processed food or vitamin compound is the equivalent of a certain amount of natural food. For example, in a recent leaflet of the "Nutri-Vac" Company, it is

### Vitamin A

*AS a result of a recent War Production Board order, you won't be able to get more than 5,000 units of vitamin A in commercial multi-vitamin preparations from now on. Preparations which contain more—and many do—will have to change their formulas to conform to the new ruling.*

*Because vitamin A is an important preventive of "night blindness," the government wants to conserve supplies, especially for use by the air corps.*

*This action won't have any ill effects on national health. For one thing, the commercial preparations are inferior sources of vitamins, as the accompanying report shows. For another, authorities agree that 5,000 units is about all the average human body can absorb per day.*

*The order does not apply to such preparations as fish liver oils, which are rich vitamin A and D sources. And, of course, it will be possible to get larger amounts of vitamin A on a doctor's prescription.*

*As with other vitamins and minerals, you'll be better off if you rely on natural food sources for your vitamin A. Broccoli, carrots, chard, escarole, kale, spinach, squash, sweet potatoes, turnip greens, yellow corn, apricots and liver are all rich in vitamin A.*

**BUT IT'S THE WRONG ANSWER**  
Commercial preparations won't give you all the vitamins and minerals you need.  
A well-balanced diet will

stated that *Nutri-Vac* will give the user:

"As much vitamin A as 4/9 pounds of butter or three pints of milk

As much vitamin B<sub>1</sub> as 58 slices of white bread or 15 slices of enriched bread or 15 servings of oatmeal

As much vitamin C as 2½ ounces orange juice or 1½ pounds of prunes

As much vitamin D as 1½ spoons cod liver oil or 1 pound of fish livers

As much vitamin G (B<sub>2</sub>) as 13 cakes of yeast or 5½ pounds of bananas

As much calcium as 3 glasses of milk or ½ pound of cream cheese. . . ."

And so on. The implication is that *Nutri-Vac* is a perfectly adequate substitute for the bulk of the food we ordinarily eat. That this is false and that the equivalents cited in such advertising are spurious will be evident to those who have read past articles in the *Reports* carefully.<sup>1</sup>

Here it is necessary to emphasize only that the vitamins in this and similar vitamin products represent only about

<sup>1</sup> See June and August 1941 issues, especially.

½ of the vitamins known to be essential for good nutrition, all of which are present in the natural foodstuffs.

*Nutri-Vac* may contain as much vitamin B<sub>1</sub> as 15 servings of oatmeal but oatmeal contains nicotinic acid, pantothenic acid, pyridoxine and other nutrients which are not listed as present in *Nutri-Vac*. Furthermore, even if *Nutri-Vac* or any similar compound did contain additional essential vitamins, it could not equal oatmeal or any other natural food in the balance of the vitamins as found in these foodstuffs.

#### BALANCE AND PROPORTION

We have learned to synthesize vitamins and pack large amounts into a capsule or processed food, but we do not know yet how to balance the vitamin in proportions to equal those in which the vitamins are present in natural foods.

Balance and proportion are equally important with minerals. The best balanced source of calcium and phosphorus is milk. From milk, calcium is absorbed and utilized efficiently. From commercial preparations it is not. Far worse is the fact that an excess of either calcium or phosphorus in a mineral product can cause a loss of both from the body. (The effect of an excess of one mineral over another will be discussed in detail in a subsequent issue of *CU Reports*.)

An excess of one vitamin over another may also be harmful (see August 1941 *Reports*).

Dr. Clarence A. Mills, Professor of

Experimental Medicine at the University of Cincinnati, in a lecture before the N. Y. Academy of Medicine<sup>2</sup> last year reported some experiences in which excessive doses of thiamin (B<sub>1</sub>) caused toxic reactions in the form of symptoms similar to those of hyperthyroidism—for example, insomnia, increased nervousness, rapid pulse, palpitation and, in many cases, nausea and vomiting. Prompt subsidence of the symptoms followed when the thiamin administration was stopped.

Dr. Mills emphasized, however, that "the finding of thiamin toxicity has no bearing upon recent steps being taken to fortify white flour or other foods with the vitamins they have lost in processing. No evidence exists to show that thiamin in normal physiologic amounts can be in any way harmful or toxic. Plans for fortification of foods entail only replacement of vitamins previously lost in processing procedures. The finding of definite toxicity from overdosage with thiamin does, however, necessitate a more cautious and conservative attitude from both medical profession and laity toward uncontrolled intake of these useful vitamin preparations as they become so freely available."

The next time you see an advertisement boasting of the large amount of thiamin or other vitamins present, remember this quotation.

<sup>2</sup> "The Influence of Climate & Geography on Health." The Hermann M. Biggs Memorial Lecture delivered April 4, 1941.

## How to Treat a Burn

**Proper first aid treatment of burns may mean the difference between permanent injury and speedy recovery. This report, first in a new series on first aid techniques, tells what (and what not) to do**

*In view of the many household and street accidents which occur each year, it has always been useful to know something about first aid measures. Now, in the present national emergency, with possible dangers from air attacks, explosions, &c., such knowledge has become almost an obligation. This is the first of a series of articles which CU will publish from time to time on first aid techniques.*

**T**RADITIONALLY, burns have been classified (according to their severity) as first, second or third degree, and sometimes fourth or fifth. Simpler classifications are superficial and deep burns.

"Superficial" applies to burns of the first and second degrees in which there is

redness or blistering of the surface layers of the skin. In "deep" burns, the entire thickness of the skin is affected, or both the skin and underlying tissue are charred.

Aside from superficial burns in which there is merely redness of the skin, it is usually difficult for the layman to know whether a burn is superficial or deep. Furthermore, it is a common experience to see a superficial burn converted into the equivalent of a deep burn as a result of infection caused by improper first aid measures.

Accordingly, all burns, except small ones, should be treated as soon as possible by a physician. *And first aid measures applied before medical aid is obtained*

must not interfere with this treatment.

Serious burns often produce one effect requiring immediate attention—shock. When this occurs, fluids and minerals from the tissues of the body are rapidly lost through burned areas. Result: a fall of blood pressure and temperature, dehydration of tissues and sharp impairment of vital resources of the body.

Good first aid of severe or extensive burns, therefore, requires measures that will prevent shock from occurring, or at least delay it until treatment in a hospital is obtained. Since the severe pain of a burn increases the tendency to shock, the first thing to do is to relieve pain. For this there is nothing better than morphine, but it can be administered only by trained medical personnel.

Laymen, however, can prevent a fall in body temperature and loss of fluids from the body in a bad burn by giving large amounts of warm liquids such as tea and coffee well sweetened, or hot milk, soups or water to which table salt has been added (one level teaspoonful per pint). Applying external heat—hot water bottles, electric pads—or wrapping the patient in a blanket are also important.

Bear in mind that in severe or extensive burns it is far more important to relieve pain and combat shock than to treat the burn itself by local applications. The latter can be done far more effectively in a hospital.

Until the patient is taken to the hospital, the burned areas should simply be covered with a clean sheet, cloth or towel. In burns of the body, it is considered inadvisable to attempt to remove all clothes. However, if medical aid or hospital care cannot be obtained within an hour, the patient should be placed in a bath of warm water (kept at a temperature of 95 to 100 degrees F.) to which table salt in the proportion of three to four pounds to a well-filled tub, or about an ounce per gallon, has been added. Close supervision during the bath is necessary, of course.

#### TREATING THE BURN ITSELF

First aid remedies applied to the burn itself must be appraised mainly from the point of view of their capacity to prevent infection and to ease pain. With superficial burns in which the skin is merely reddened, the chances of infection are very slight. Consequently, the main job here is to ease pain and this can best be done by keeping the burned part in cool water for a few minutes or by applying cold wet compresses.

Compresses should be made of soft muslin or linen cloth, folded to several thicknesses. Gauze is not so satisfactory

#### FIGHTS INFECTION?

*Greasy ointments like Unguentine may cause infection. Unguentine is safe for use only on small superficial burns*

since it has a tendency to stick to the wound if it should become blistered. Surgical cotton should be used only if nothing else is available.

The compresses should be dipped in cold or tepid tap water containing either bicarbonate of soda or boric acid in the proportion of one tablespoon to a tumblerful of water. *Burow's Solution*, diluted one tablespoonful to about a tumblerful of tap water, also makes a soothing wet compress.

You may have none of these medicinals around, but table salt is almost always available, and in the proportion of one teaspoonful to one pint (2 tumblerfuls) of water, it makes an excellent medium for wet compresses.

Besides being soothing to a painful burned area, the bicarbonate of soda, boric acid or *Burow's Solution* provides a slight antiseptic property to the compress. For first aid treatment of an extensive superficial burn, with or without blistering, nothing is superior to these materials.

There is no question but that they

are preferable to the commonly used salves, ointments and greases. Such compounds will probably do no harm to small superficial burns, but they can cause a good deal of trouble to larger burns, whether superficial or deep. For one thing, smearing greasy salves on such burns has been found to interfere greatly with the subsequent use and beneficial effects of valuable drugs such as tannic acid, certain dyes, and the sulfonamide drugs. Before these drugs can be applied, the grease must be removed, and this is usually painful and troublesome. Wet dressings, on the other hand, do not interfere with subsequent expert medical care.

Moreover, it has been well established that oils and greasy ointments are more often responsible for infection of a burn than any other materials.

Besides the household oils and greases (butter, lard, linseed oil, &c.), which have been stock remedies from time immemorial, many commercial ointments for the treatment of burns are on the market.

Much-advertised *Unguentine* is an oily preparation containing a mercurial antiseptic, carbolic acid, zinc oxide and some aromatic drugs. It unquestionably will give some relief to a small superficial burn, but it should never be used for larger burns or for burns in which there is blistering.

*Butesin Picrate Ointment* contains an anesthetic agent, "butesin picrate." This ointment is useful for small superficial burns but should not be used for large areas because of possible danger of toxic effects. Some instances of allergic reactions from its use have also been reported.

*Patch's Gadoment*, another proprietary burn remedy, has as its chief ingredient cod liver oil. The value of cod liver oil preparations in the treatment of burns has not been conclusively proven. Many physicians do find them useful for the treatment of certain burns, but for first aid treatment they have the same disadvantages as any other oily preparation. *White's Vitamin A & D Ointment* is still another variety of the same class of ointment.

In general, it may be said that the disadvantages of these greasy preparations considerably outweigh their virtues.

#### TANNIC ACID

A remedy for burns which goes back thousands of years to the Chinese is strong tea. Its modern derivative, tannic acid, has received much publicity in recent years. It is true that tannic acid sprays, compresses and jellies are very useful in the hands of a physician, but they can cause trouble when improperly

applied. Moreover, there is a growing opinion that tannic acid preparations should not be used for first aid treatment of burns on the face, hands or genitals, because of the tendency of the drug to cause permanent contracture or puckering.

Many home first aid kits contain commercial tannic acid jelly preparations, such as *Amertan* or *Metanic* jelly. CU has in the past advised the use of tannic acid jellies. Further investigation indicates that such use is questionable. Their first aid value is doubtful, since on superficial burns in which there is no blistering, the tannic acid in the jelly has no effect; it is the water-soluble jelly itself that provides the cooling feeling. As a matter of fact, superficial burns (a portion of a finger, for instance) may be effectively treated with a simple, sterile, water-soluble jelly such as *KY*. A dressing of *KY* loosely fastened to the burned area may prove less irksome than a wet dressing and give as much relief. Even more extensive superficial burns, such as sunburn, may be treated with sterile *KY* jelly. Wet compresses, however, are cheaper and less messy.

#### NEW METHODS OF TREATMENT

A recently introduced method of treating burns, but applicable only by trained medical personnel, is the use of a mixture of several dyes, each of which is effective against a specific germ group. The most used dyes today are gentian violet, brilliant green and neutral acriflavine.

The most promising development in the treatment of burns is the local application of the sulfonamides either as a powder or as a spray. The sulfonamides were used at Pearl Harbor, where 60% of the injuries were burns. At the present time, the most valuable of this group of drugs appears to be sulfadiazine, but papers on new compounds are appearing almost daily. With sulfadiazine, pain is rapidly eased, infections are practically non-existent, and serious scar formation requiring skin grafts and plastic surgery is much lessened.

After the acute destruction of a serious burn has been cared for and the wound allowed to heal, there remains the problem of scarring. Just how disabling scars become depends on the amount of original damage, the location and the type of scar tissue which has replaced the normal tissue. But proper first aid treatment and prevention of infection can certainly do much to prevent or minimize such after-effects.

<sup>1</sup> Salves and ointments usually have petroleum or a similar material as a base. These are difficult, whereas water soluble jellies are easy to remove.

# Mineral Oil: A Good Laxative?

*The great American remedy for "our common ailment" is under fire. Here CU discusses the merits and drawbacks of this popular laxative and gives some advice as to its proper use*

CONSTIPATION is the most common of common ailments and mineral oil is one of its most common remedies. Like all other remedies, it has passed through many trials of enthusiasm and disillusionment. At present it is having troubles holding its own among the many laxatives on the market, largely as a result of criticism by one physician, Dr. James W. Morgan of San Francisco. Dr. Morgan's critical attitude toward mineral oil as a laxative occurred during the course of his work as a proctologist (rectal specialist). His first published comments appeared in 1938 and were amplified in an address last year.<sup>1</sup>

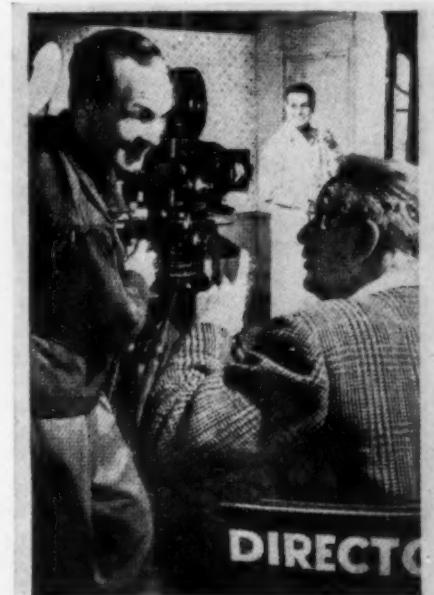
Although considered the blandest of laxatives, it would seem, according to Dr. Morgan, that mineral oil's harmful properties far overbalance its virtues. The indictment reads:

1. Mineral oil interferes with the physiologic processes of the lower bowel and rectum.
2. It removes vitamins A and D from the digestive tract.
3. It interferes with digestion.
4. It interferes with normal hygiene of the rectum and anus, aggravating hemorrhoids and causing leakage of oil and itching of the anus.
5. It may be absorbed from the intestine and cause damage to the liver and other abdominal organs.
6. It removes or interferes with the absorption of useful nutrients from the digestive tract and thus causes gas, fatigue, nervousness and loss of weight, among other symptoms.

This indictment is not wholly new and has been made before by other physicians, though by none so insistently as by Dr. Morgan. Item number 5, that mineral oil has caused damage to the liver and other abdominal organs of human beings, has not been proven by any physician, however. As for the remainder of the indictment, at least an equally strong bill can be drawn up against any other laxative.

There is no single perfect laxative and there never will be one, because constipation has many causes. Bad habits and, above all, social and psychological ten-

<sup>1</sup> Published in the *Journal of the American Medical Ass'n*, October 18, 1941, p. 1335.



DIRECTOR

CAMERA-MAN: Not a tantrum out of our star this picture? Why the angelic disposition?

DIRECTOR: He's feeling so much better since I suggested NUJOL for ordinary constipation instead of those violent purges he's been taking.

CAMERA-MAN: NUJOL, eh? Something new?

DIRECTOR: Goodness, no, man! NUJOL's a fine reputable mineral oil that's been giving thousands gentle relief for years! One tablespoonful of tasteless NUJOL each night and morning keeps you regular as clockwork. Since a friend told me about it years ago, I've been a rooter for NUJOL!



EFFECTIVE? GENTLE?

Yes, as much so as any. But there is no single perfect laxative and there never will be one.

sions are the chief causes of constipation.<sup>3</sup> Every case of constipation must be considered from the larger point of view of the patient's mode of life, his habits, occupation and his personality.

Diet, exercise personal hygiene, drugs and bulk producers, all can have a useful place in treatment. But because of the variety of factors influencing cause and treatment, each case must be considered individually.

There is no doubt that drugs are necessary in the early treatment of many cases—at least until diet and proper habits have established a satisfactory rhythm of movement. And when social and psychological tensions cannot be successfully removed, it may be necessary to use a drug indefinitely. For elderly persons drugs are particularly useful because it is too difficult to establish new habits or modes of living. But in all cases drugs are two-edged weapons capable of causing harm as well as good.

Mineral oil is a drug and like any other drug can cause harm when improperly used. And it is with respect to its improper use that Dr. Morgan's criticisms carry meaning.

Properly used and under the supervision of a competent physician, mineral oil can be very helpful in establishing fairly normal bowel hygiene. As Dr. Walter C. Alvarez of the Mayo Clinic says, ". . . we have reasons for distrusting the material [mineral oil], but I don't feel that we have enough evidence on which to condemn it entirely. The fact remains that for thousands of people it works satisfactorily."

To avoid the harmful effects mentioned by Dr. Morgan, mineral oil should be taken at night, before retiring, on an empty stomach and in modest doses. The latter should be not more than 1 ounce. Usually  $\frac{1}{2}$  ounce or 1 tablespoonful is sufficient. The oil should always be measured out and not taken in gulps from the bottle. There will be little or no interference with digestion, practically no loss of vitamins and other nutrients and little disturbance of rectal and bowel physiology if these rules are followed.

If more than  $\frac{1}{2}$  to 1 ounce is necessary for an easy bowel movement, or if the oil causes "gas," indigestion or leakage, another method of treatment will have to be chosen.

After a period of a dose every night, it will be found that a tablespoonful every second or third night is sufficient. Heavy oils are generally recommended.

<sup>3</sup> A complete discussion of the causes and treatment of constipation appeared in the May-November 1937 issues of *CU Reports* and in "Our Common Ailment" by Dr. Harold Aaron.

<sup>4</sup> Letter to Dr. Harold Aaron.

# GENERAL SECTION

## CONSUMER NEWS AND INFORMATION



### Election Notice

*Hear ye! Hear ye! The membership of Consumers Union is called upon to vote for candidates to fill seven vacancies on CU's Board of Directors*

**I**n April the terms of seven members of CU's Board of Directors will expire. The membership of Consumers Union is called upon to nominate and to vote on candidates to fill these seven vacancies.

Directors whose terms will expire are Dr. Harold Aaron, Hartley W. Cross, Osmond K. Fraenkel, William M. Malisoff, George Marshall, Adelaide Schulkind, Colston E. Warne.

Nominations for the new directors may be made by the membership and by the present Board of Directors, who in accordance with the bylaws, will act as a nominating committee. Nominations by the members should include the full name and exact address of the nominee.

Although the bylaws do not require further information, any relevant facts as to the nominee's scientific, professional, cooperative or labor connections—or as to the work in which he is engaged—should be included, if possible. Nominations should be signed with the member's full name, and his address as it appears on Consumers Union's records.

All nominations must be submitted to the Secretary of Consumers Union, 17 Union Square West, New York City, not later than April 10.

Persons having business interests in the production or distribution of any consumer goods are not eligible to serve on the Board. And since Consumers Union is not a profit-making organization, no Board member receives compensation. The directors serve because of their interest in the organization and in the consumer movement generally.

The structure of the Board and the manner in which members are nominated and elected is described in further detail in the following sections of the bylaws:

"There shall be not less than 15 nor more than 30 directors, as the directors may from time to time determine, holding

office for three years except as herein-after provided.

"There shall be three groups of directors. The terms of office of the first group shall expire at the close of the 1937 annual meeting, of the second group at the close of the 1938 annual meeting, and of the third group at the close of the 1939 annual meeting [and each group of directors at the close of every third year thereafter]. Each group shall consist of approximately one-third of the total number of elected directors. In order to have the numbers of members in each group approximately equal, upon any increase in the number of directors or a change in the terms of directors, the Board may, upon two-thirds vote, re-arrange the grouping of directors. In addition to the above, there shall be a director elected by the employees, as a 'staff representative' in the manner hereinafter set forth.

"The method of election of directors



NEW DIRECTOR ANDERSON

... leader in women's organizational work

shall be as follows: The Board of Directors shall act as a nominating committee to place in nomination candidates for such vacancies as may exist. Candidates may also be nominated by petition. Such petition shall be signed by one or more members in good standing and must be filed with the Secretary not later than two months prior to the date of the annual meeting.

"The ballots must be sent out to the membership at least one month before the date of election. The ballots shall designate the Secretary to act as a proxy to vote at the annual meeting as directed in said ballot. The form of said ballot shall be determined by the Board of Directors. Upon said ballot, however, the names of all candidates shall be alphabetically listed, and Board nominees shall be designated as such on said ballot.

"The Board of Directors shall include on the ballot a statement concerning the record of each nominee. Each nominee, upon accepting nomination, shall be required to answer such questions as may be put to him at the instance of the Board of Directors, concerning his record, financial interests and other connections. The Board of Directors may, in its discretion, by a two-thirds vote, reject any nominee whose past actions or record are such that the Board deems the candidacy of such nominee to be inimical to the best interests of this organization.

"All notices in respect to said nominations and election and the ballot for said election may be included in the regular publications of the organization.

"Only such ballots as are returned at least one week prior to the annual meeting shall be considered.

"All candidates shall be notified of the time and place of the opening and counting of ballots and shall have the right to be present in person or by a representative at such time and place."



**NEW DIRECTOR GORDON**

... professor, economist, author of *Economics for the Consumer*

March, 1942

## **CU Announces:**

***Election of two new members to CU's Board to fill the unexpired terms of two resigning Directors. Also: appointment of a new Special Technical Consultant***

**C**U's Board of Directors has two new members and CU has a new Special Technical Consultant. New Board members are Leland J. Gordon, Professor of Economics at Denison University, and Eleanor Copenhagen Anderson, member of the staff of the national board of the Young Women's Christian Ass'n. New Special Technical Consultant is Gerald Wendt, former Dean of the School of Chemistry and Physics at Pennsylvania State College.

Prof. Gordon and Mrs. Anderson were elected by the Board to fill vacancies created by the recent resignations of Ned H. Dearborn and Goodwin Watson. Dr. Wendt will assume the position formerly held by Dr. William M. Malisoff.

### **LELAND GORDON**

Prof. Gordon, a member of the Board of Editors of the *Consumer Education Journal*, is also author of the well-known book, *Economics for Consumers*. He received his B.S. and Ph.D. degrees from the University of Pennsylvania and taught in the economics department there for several years. He spent a year in Turkey before he joined the faculty of Denison University.

### **ELEANOR C. ANDERSON**

Mrs. Anderson, as a staff executive of the YWCA, has been engaged for a number of years in women's organizational work in the South, developing labor and consumer education among business and industrial girls. She has also been active in the workers' education movement, serving on the Boards of Labor Education Service and the Summer School for Office Workers. Wife of the late Sherwood Anderson, she did graduate work in economics and sociology at Bryn Mawr College and Columbia University.

### **GERALD WENDT**

As Special Technical Consultant to CU, Dr. Wendt will direct the research activities of the organization and act as chairman of the Technical Control Committee, planning board for CU's technical projects. Dr. Wendt was Director of Science and Education for the New York World's Fair, and has also acted as Director of the Battelle Memorial Institute for Industrial Research, in Columbus, Ohio.



**TECHNICAL CONSULTANT WENDT**

... will supervise research activities of CU

It was with deep regret that the Board accepted the resignations of Dr. Watson and Dr. Dearborn as directors and of Dr. Malisoff as Special Technical Consultant. Appointment to the post of Chief of the Analysis Section of the Foreign Broadcast Monitoring Service of the Federal Communications Commission prevented Dr. Watson from continuing as a director. He had been a member of CU's Board since 1937.

Dr. Dearborn, Dean of the Division of General Education at New York University, had been a CU Director since 1940. Expressing his regret at being obliged to resign from the Board because of inability to serve actively, he said of CU: "You are rendering a ... public service of which you may well be proud. In normal times the services of Consumers Union are needed and they are especially needed in this critical period when all of us through our respective facilities should, in the name of national defense, protect the buying public from inflation and its consequences."

Dr. Malisoff, Board member and Special Technical Consultant to CU since 1939, resigned from CU's staff in order to devote full time to his consulting work in the field of bio-chemistry, to his teaching and lecturing.

## HOW WELL FED ARE WE IN THE UNITED STATES?

QUALITY OF DIET THESE FAMILIES HAD DIETS OF EACH QUALITY

GOOD



FAIR



POOR



Each symbol represents 2 percent of the families in the United States.

BUREAU OF HOME ECONOMICS

# Health Through Advertising?

*The government calls in the food industry to help promote better nutrition. A report on the plan, with some pros and cons*

THE results of the historic National Nutrition Conference held last May haven't to date been very much. Despite the alarming state of the American diet as revealed by the Conference findings (only about a fourth of the families in the U. S. are well fed), no fundamental corrective steps have been undertaken.

If Brigadier General Lewis B. Hershey were to sum up matters now, nearly a year after the Conference, he would still have to say what he said then: "We are physically in a condition which we should recognize as dangerous and which we should take immediate, positive and vigorous measures to correct."

There has been lots of discussion; there have been educational pamphlets and charts issued; there has been a general stirring of interest; and all of this has been to the good. But in the meantime food prices have risen 20%.

Now comes the news that a nation-wide nutrition program is about to be launched under the joint sponsorship of the government and the food industry. Moving forces appear to be Paul McNutt and his Federal Security Administration and Paul Willis and his Associated Grocery Manufacturers of America.

Purpose of the program will be to tie in the advertising of food manufacturers with established nutritional requirements as outlined at the Nutrition Conference. A set of "Official Nutritional Food Rules" and a list of "essential" foods—both based on Conference diet guides—have reportedly been drawn up.

Manufacturers of any of the essential

foods may play up the rules in their advertising, while other manufacturers may take part in the program by giving over some of their advertising to some aspect of nutrition. In either case, it appears, a food company will be expected to dwell a little on what you need for a balanced diet, not merely on what you get from its product.

Reward for manufacturers who string along will be the right to carry in their advertising—for the first time since NRA days—an official government seal. According to George A. Mooney, New York *Times* Washington correspondent who broke the news of the campaign early this month, a whole mass of billboards, posters, buttons, streamers, &c., will help to popularize it.

What the food advertisers expect to get out of the drive is plain enough—a new advertising and promotional angle to charm a public which has grown perhaps too familiar with all the old angles. What consumers will get is not so certain.

Planning advertising around a carefully formulated nutrition theme instead of the usual appeal to eat Goodies and become the life of the party could do much to raise the caliber of the industry's promotion. If the advertisers really do what they're supposed to do, some valuable information can be put before the families who eat the wrong kinds of food simply because they don't know the right ones.

Obviously, whether it happens this way will depend on the extent to which advertisers stick to, rather than commer-

cialize, genuine nutritional principles. And that in turn will depend pretty much on how rigidly the government makes the advertisers toe the mark. To date, we know of no signs that any special efforts are being made in that direction.

The self-discipline of the advertisers themselves, particularly under the temptations of such a golden opportunity as this, can hardly be relied on, as most consumers and probably most advertisers well know. But the understaffed Federal Trade Commission (see page 82) and Food & Drug Administration are too bogged down in day-to-day work to do the job, either.

What's badly needed is a special regulatory set-up to supervise the special problems involved here. The government called in expert nutritionists, physicians and other specialists to help it crystallize the problem in the first place. It has now called in advertising specialists to help it meet the problem on one important front. We urge that the first set of specialists be not forgotten in the present ascendancy of the second. The sanction of government, as represented by the official seal, is not something to be passed out for a group of advertisers to play with in a promotional heyday—most particularly in a program that bears so vitally on national health.

In short, the government should establish a board of disinterested nutritionists to provide a check on the advertisers.

We urge the government to do this. We urge consumers to urge Administrator McNutt to do this. And meanwhile, when the nutrition-conscious ads and labels appear, we advise consumers to read them very carefully.

There's one thing more to keep in mind. Whatever its merits, a program like this does not, of course, solve the nation's nutrition problems. Lots of people don't get proper food because of ignorance of sound nutrition, but far more don't get it because they just don't have the money. "Buy Better Food," as Paul McNutt observed, "isn't a very helpful slogan for folks who can't buy anything but the very cheapest."

The answers to this basic part of the problem lie in more efficient distribution practices to lower food costs; in fuller use of the Food Stamp Plan; in more free school lunches and low-cost milk distribution; in greater farm production of protective foods; in deep and honest attention to the mass poverty that spells malnutrition for some 40,000,000 Americans.

That's what the Nutrition Conference recommended—before war hit us. That's what has to be done—more than ever now that war demands the maximum health and effectiveness from the whole nation.

# Labor: Shirts & Small Radios

## MEN'S SHIRTS

LEADING unions in the shirt industry are the Amalgamated Clothing Workers of America (CIO) and the United Garment Workers of America (AFL). Out of about 70,000 workers in the industry, some 50,000 (70%) are employed in shops organized by the ACWA. Most of the union-made shirts tested by CU were manufactured in ACWA shops.

All shirt shops in the country must now pay a 40¢ hourly minimum wage, as the result of a Wage and Hour Administration order of September 1941. Formerly the minimum rate was 32½¢.

In ACWA shops, however, piece rates are set so as to yield the average operator 50¢ to 60¢ an hour. This, according to the union, enables the slower worker to earn 40¢ on the piece rate without undue strain, and the faster worker, more than 60¢ an hour. Amalgamated minimum for unskilled workers in cutting rooms is 55¢; regular cutters average more than \$1 an hour.

Thus the average weekly wage for ordinary workers in ACWA shops appears to be around \$22 a week. Contrast this wage with the average weekly wage as reported by the non-union Piedmont Shirt Co., maker of *Wings*—\$18.50. And in many non-union shops, declares the ACWA, the minimum wage tends to be the maximum; skilled cutters, for instance, are often paid as little as the 40¢ legal minimum. Continues the union:

Production quotas are fixed so high that few, if any, workers can reach them. Where workers fail to reach the impossible production quotas they are made to feel that the firm is giving them charity when it pays them the statutory 40¢ minimum. By discharge and threat of discharge workers are constantly speeded up in the effort to reach the quota.

Besides guaranteeing fair wages, ACWA contracts in the shirt industry provide for one week's vacation with pay; protection against arbitrary discharge; arbitration of disputes; setting of new piece rates on new methods of work, different materials or changed styles by mutual agreement; extra pay for overtime.

"Of equal importance today," adds the union, "the organization of the shirt workers in Amalgamated locals affords them an effective means of planned and democratic participation in the war effort: purchase of bonds, consumer organizations, civilian defense."

The following shirts tested by CU are made under "standard ACWA contracts."

**Arrow** (Cluett Peabody & Co.).

March, 1942

"Highly constructive collective bargaining relationship between firm and union," states the ACWA. The company informs CU that weekly earnings for its 6,000 employees range from \$20 to \$60.

**CD** (Cooperative Distributors). According to the ACWA, the Brewster Shirt Co., which makes the CD shirts tested by CU, is "cooperative in working out a satisfactory collective bargaining relationship" and provides "steady work." The company informs CU that the minimum weekly wage is \$22, the average weekly wage, \$25. About 400 workers are employed.

**Fruit of the Loom** (Fruit of the Loom, Inc.). "Good working conditions," states the ACWA.

**Jayson Whitehall** (F. Jacobson & Sons). "Good labor conditions; steady work," according to the union.

**Manhattan** (Manhattan Shirt Co.). "Steady work, good relationship," states the ACWA.

**Neweweare** (Fashion Shirt Corp.).

**Tru Val** (Tru Val Mfrs, Inc.). "Constructive collective bargaining relationship; good labor conditions," comments the ACWA. The company informs CU that the minimum weekly wage is \$17, the average weekly wage, \$21.

The following shirts are made under contract with the United Garment Workers of America (AFL):

**Van Heusen** and **Collarite** (Phillips-Jones Corp.).

The following shirts are distributors' brands; as such, they are bought from a variety of sources, some of which may be union, some, non-union:

**AMC, Ward's, Sears', Gimbel's, Leeds, Macy's, Penney's Towncraft.**

The same is probably true of **Campus Square** shirts. The distributor, Sam's Cut Rate Stores, Detroit, in replying to CU's request for information, did not say whether the brand was union-made, but stated that the store is under contract with the United Retail and Wholesale Employees of America (CIO).

The following shirt is not union-made:

**Wings** (Piedmont Shirt Co.). The company informs CU that the minimum weekly wage for its 600 workers is the legal \$16 minimum; the average weekly wage is \$18.50.

No information could be obtained concerning labor conditions under which the following brands of shirts are made:

**Marshall Field's Fieldbilt Conway**,

May Co., Bullock's Mil-Test, Hale Bros. Townsman.

## SMALL RADIOS

FOR general information on labor conditions under which radios are manufactured, readers are referred to the article, "Labor: The Radio Industry," in the February 1942 Reports.

Of the small radios rated in this issue, the following brands are made under contract with the United Electrical, Radio & Machine Workers of America (CIO):

**Philco**

**RCA**

The following radio is made under contract with the International Brotherhood of Electrical Workers (AFL):

**Sears' Silvertone** Cat. No.—7054 (made by the Air King Products Co.)

The following radios are not on the union-made lists of either the UERWA or the IBEW:

**Zenith**

**Emerson**

**Sears' Silvertone** Cat. No.—7037 (made by the Majestic Radio and Television Corp.)

**Lafayette** and **Ward's Airline** are distributors' brands. No labor information regarding them could be obtained.

## CONSUMERS UNION

### 17 Union Square W., N. Y. C.

I am enclosing \$..... for which please send me the material I have checked below:

#### Special Combination Offer—

"Look Before You Cook" (\$1.50)  
"Good Health & Bad Medicine" (\$1.50)  
"Our Common Ailment" (\$1.00)  
"Your Marriage" (\$2.00)

Price to CU Members for all four—\$4.75.

"How to Buy Furs"—50¢.

Bound Volumes, 1936-37, 1938, 1939, 1940—each \$1.75. 1941—\$2.50. (Check year.)

Complete Set of Volumes Ordered Together—\$8.

Any Three Volumes Ordered Together—\$5.

NAME.....

ADDRESS.....

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# Cumulative Index

Each issue of the Reports contains this cumulative index of principal material carried since publication of the 1942 Buying Guide issue. By supplementing the Buying Guide index with this one, members can instantly locate current material and keep abreast of changes resulting from new tests. Page numbers run consecutively beginning with the January 1942 issue. Jan. 1-28; Feb. 29-56; Mar. 57-84.

Reports starred replace material in the 1942 Buying Guide.

Air raid preparations	mineral oil*	19
Automobile insurance	Pencils, mechanical	12
Autos, care; 1942 models; used*	Phonograph needles*	46
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Cooking utensils	Radios, small*	61
Electric cords, care & repair	Record changers*	44
Hair shampoos*	Sewing machines*	17
Household oils*	Sheets*	10
Income taxes, advice	Shirts, men's*	64
Mineral oils	Textiles, care & repair	73
Motor oils, winter*	Towels, bath*	5
Nose drops,	—dish*	9
	—dishcloths*	8
	—face*	7
	Vitamin products	74

# CONSUMERS UNION

17 Union Square W., N. Y. C.

I ENCLOSE \$3.50 FOR WHICH PLEASE

Enter me as a member of Consumers Union and send me the Reports and Buying Guide for one year.

Renew my membership for one year.

I ENCLOSE \$4 FOR WHICH PLEASE

Enter me as a member and send me the Reports and Buying Guide and Bread & Butter for one year.

Renew my membership for one year and send me Bread & Butter to run concurrently with the Reports.

I ENCLOSE 50¢ FOR WHICH PLEASE

Send me Bread & Butter for the duration of my CU membership (up to one year).

I ENCLOSE \$1 FOR WHICH PLEASE

Enter my subscription to Bread & Butter for one year.

I AGREE TO KEEP CONFIDENTIAL ALL MATERIAL SO DESIGNATED.

NAME .....

ADDRESS .....

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# The Docket

## The Federal Trade Commission has issued a complaint against:

Nestle's Milk Products, Inc., makers of Nescafé. The Commission charges that the company in its magazine and newspaper advertising has represented, either directly or through inference, that Nescafé is coffee. The company maintains that Nescafé, mixed with water, does produce coffee.

But, says the Commission, if a product is to be considered coffee, it must be composed wholly of an extract of the coffee bean. And the Commission declares that this is not the case with Nescafé, since it is a mixture of coffee extract with carbohydrates in the form of maltose, dextrin and dextrose.

The company's point is that the carbohydrates are added merely to protect the flavor of the coffee. The FTC seems to think that ads should not lead consumers to expect coffee when what they get is a patented mixture.

Physicians Electric Service Corp. and others, makers and distributors of *Pescor Shortwavatherm*, a short-wave diathermic device. According to the Commission, the makers and distributors have advertised that the *Shortwavatherm* can be used safely by unskilled laymen for treating self-diagnosed ailments. The device is claimed to be a scientific, harmless, effective means for relieving or curing rheumatism, arthritis, neuritis, lumbago, neuralgia, colds and other diseases.

The Commission charges that the *Shortwavatherm* is not safe when used by unskilled persons for self-treatment; it may cause severe electric burns or other serious injury. And in any case, it won't accomplish the results claimed for it.

The makers and distributors have not made it clear in their advertisements, says the Commission, that the use of *Shortwavatherm* may result in serious and "irreparable" injury to health, and that the device can be safely used only after a competent medical authority has determined that diathermy is indicated and has prescribed the frequency and amount of application of the treatments, and after the user has been taught by a trained technician to operate the device.

CU has frequently pointed out that diathermy devices, which generate heat within the body by means of high-frequency electric current, have many inherent dangers, and should never be used for self-treatment.

During 1941 the Commission got injunctions against false and misleading advertising in connection with the sale of three diathermy devices.

## FTC REPORT

No one has ever accused the Federal Trade Commission of being the most active agency in Washington. One reason for this is probably the pathetically small appropriation the FTC gets for the vast investigatory and protective work it was set up to do: its 1940-1941 grant figured out to less than 2¢ for each person in the U. S. Another reason may be an inbred caution on the part of some of the Commission members against moving too quickly or forcefully against advertisers.

Whatever the reasons, the 1940-1941 record of the Commission with respect to deceptive advertising (as outlined in its recent report) is anything but world-shaking. Around 200 companies entered into stipulations with the Commission to stop misrepresentations of products; besides these, the Commission issued some 200 complaints and about the same number of orders against other companies.

In view of the amount of deceptive advertising which any reader of advertisements knows to exist, that's not a very impressive number of actions. And regulation of advertising isn't the only duty of the Commission; it also takes action against price-fixing combinations, conspiracies to restrain trade, violations of the Clayton (Anti-trust) Act. Altogether, to cover all its activities, the Commission's actions amounted to about 1,200 stipulations, complaints and orders. Which shows that there's plenty of work to be done by an agency like the FTC, but that not as much of the work is being done as could be.

Moreover, the Commission got injunctions against only twelve drug products and devices which were "of a dangerous nature and injurious to health when used or taken under the conditions prescribed or under customary or usual conditions."

The Commission seems to have fallen down most when it came to prosecuting companies and securing civil penalties for the violation of its cease and desist orders. The law under which the FTC operates is largely responsible for this; it doesn't provide for the levying of very extensive fines. In any case, the Commission throughout 1940-1941 collected only slightly more than \$12,000 in penalties, an insignificant amount considering the financial resources of most of the companies prosecuted.

On the credit side, what the Commission did do it seems to have done well. For out of 42 court cases involving FTC rulings, the Federal courts rendered 40 decisions favorable to the Commission.

All in all, the best remedy for the FTC's relative inactivity appears to be, on the one hand, larger appropriations, and on the other, more pressure from consumer groups.

## CONSUMERS UNION Reports

(continued from inside front cover)

And directly out of these facts, we are convinced, grows the tremendously increased value of Consumers Union. For we have tried hard to gear Consumers Union to the tempo of the times, to MAKE it more valuable.

Some of the products we tested and reported on in quieter times are no longer available; therefore we are developing information on the care and conservation of such products.

Many products are still available but in altered form; therefore we are working up material on substitutions and changes in quality and what these developments mean to you.

Rationing and price control and other measures are posing new buying problems almost every day; therefore we are reporting and interpreting these things as they affect consumers.

When the onrush of events got too fast for the monthly REPORTS, we started our weekly BREAD & BUTTER. Already it has become a major source of supply to the consumer's understanding of the events affecting him.

And along with all this we have redoubled our efforts to go to bat in the consumer's interest wherever that interest is affected.

For the Department of Justice we have prepared and presented testimony to help win a case against monopoly . . . in Washington a CU representative has sat on a government board to help determine standards for goods . . . in dozens of cities CU speakers have helped to formulate consumer programs . . . to the CU offices has come a steady stream of inquiries from trade unions, church groups, women's clubs asking for information and advice . . . and from CU's offices goes a steady stream of both to help these consumers work more effectively.

Work of this kind has an obvious importance to the families of the nation in a time that calls for the careful use of every penny.

More than that, we sincerely believe, it is of vital importance to the nation against whose resources consumers exercise such a great claim. We can't say it better than Leon Henderson says it in the paragraph reproduced above (from his recent article in the American Magazine).

By such tokens as these Consumers Union is one of the most needed organizations in this country today. And if that is so, then you who are members must join with us to get CU's material to the families who do not yet know it.

#### THIS IS THE WAY WE ASK YOU TO EXPRESS YOUR APPRECIATION OF CU.

And the time is now. First, because people need CU's information—NOW MORE THAN EVER BEFORE. Second, because they have shown that when they know about it they want it—AND THEY ARE SHOWING THIS NOW MORE THAN EVER BEFORE. Third, because the best informed consumers have a definite obligation to advance the means of informing others—NOW MORE THAN EVER BEFORE.

So will you, beginning right now—today—each set yourself the goal of telling at least one or two friends about CU, what we are trying to do, how we are doing it, why he or she should become a member?

Will you, drawing on your own experience, tell one or two friends about some of the savings you have made as the result of CU's reports, about some of the information you have acquired which has helped you to be a better buyer and user?

Will you take the time to lend one or two friends your copies of the REPORTS, and tell them to read them over, and urge them to fill out and send in one of the membership application forms included in each copy?

**WILL YOU HELP US GROW—AND, IN GROWING, SERVE YOU AND ALL CONSUMERS BETTER?**

—THE STAFF OF CONSUMERS UNION

P.S. But please don't stop writing us letters. We want MORE of them—from your friends as well as you.

# BEST BUY IN BOOKS

**YOUR MARRIAGE** by Dr. Norman E. Himes, Professor of Sociology at Colgate University. The most comprehensive book of practical advice ever offered to married people or those contemplating marriage . . . makes available to the general public for the first time the most recent scientific tests on predicting successful adjustment in marriage. Although the sexual aspects of marriage are frankly discussed, the book covers thoroughly those psychological, economic and social sides of marriage so often disregarded in other books on the subject.

**GOOD HEALTH & BAD MEDICINE** by Dr. Harold Aaron, CU's Special Medical Adviser. A guide to intelligent treatment of any one of dozens of illnesses, ailments or "conditions" — Sinus, Asthma, Hay Fever, High Blood Pressure, too much or too little weight, skin disease. It will assist you to cut through the claims of patent medicine manufacturers.

**LOOK BEFORE YOU COOK** by Rose and Bob Brown. This cookbook goes way beyond its recipes, good as they are. It tells you how to select food in the store . . . how to cook to bring out special flavors . . . new ways of using canned goods. And, for the first time in the history of cookbooks, it brings you right along with the chapters on cooking, a host of facts on kitchen accessories, electrical appliances, cleaning supplies . . . a useful summary of information about vitamins . . . answers to pertinent questions on nutrition . . . brand name ratings of many products.

**OUR COMMON AILMENT** by Dr. Harold Aaron. Americans spend millions each year for laxatives and cathartics. Just what is the condition they are supposed to cure? What are its causes? This book explains the nature and cause of constipation, the means of avoiding or treating it . . . turns the searchlight on many well-known drugs and remedies.

## Here's Quantity



There are more than 1300 pages in these four volumes . . . and over 400,000 words

## Here's Quality

"We consider Your Marriage the best book of its kind ever written." — HENRY M. GRANT, Executive Director, Family Relations Center, San Francisco.

"A real service to the housewife who is conscientious about what she buys for and feeds to her family. . . . Look Before You Cook is a boon to the busy woman." —Springfield News.

"Good Health & Bad Medicine should be found alongside the medicine chest in every home." —DR. WALTER C. ALVAREZ, Mayo Clinic.

"A swell little book," says PAUL DE KRUIF of Our Common Ailment.

## Here's Value

GOOD HEALTH & BAD MEDICINE	CU PRICE	BOOKSTORE PRICE
OUR COMMON AILMENT	1.00	1.50
LOOK BEFORE YOU COOK	1.50	2.75
YOUR MARRIAGE	2.00	3.75
	<hr/>	<hr/>
	\$6.00	\$11.00